

J E Briggs 22 Jan 97
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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVI. NEW YORK, AUGUST 5, 1896.

No. 6.



Are You

Getting your share of business these days? Well, you can do so and prevent the "dark horse" winning the watermelon by a card in the

STREET CARS

Write us.
We'll show you how.

GEO. KISSAM & CO.

253 Broadway,

New York.



NATHANIEL C. FOWLER, JR., says:

"The assertion can be safely made that fully half of the goods purchased between September and December have been bought in the mind of the purchaser during July and August—even though the purchaser may not have realized that he or she involuntarily made the decision."

Mr. Fowler's long experience as Advertising Manager for large houses makes him an authority.

If Mr. Fowler had added that advertisers obtain more money per thousand readers from subscribers of local country weeklies than from any other source, he would have been equally correct.

1,600 local papers constitute the Atlantic Coast Lists. 62 per cent are only papers published in their respective towns. One-sixth of all the country readers of the United States reached weekly.

One order, one electro does the business.
Catalogue for the asking.

ATLANTIC COAST LISTS, 134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XVI.

NEW YORK, AUGUST 5, 1896.

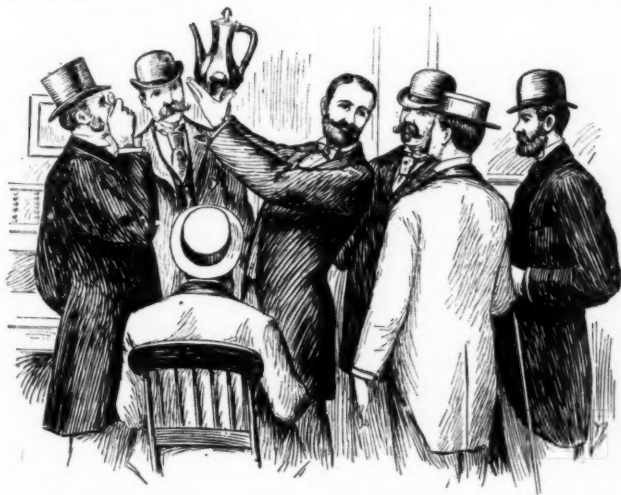
No. 6.

THE LAST COFFEE POT.

The fourth and last award of the PRINTERS' INK Coffee Pots for the best advertisement appearing in PRINTERS' INK during the month has just been closed. The advertisements considered and conclusions arrived at are here set down.

In the issue of July 1st there appear to be an unusual number of excellent

breath away first, but later inclines one to consider the suggestion. On page 33 is an announcement perfect in its way—"But one paper on the whole Pacific Coast guarantees a daily paid circulation of 73,000 copies. It is the San Francisco Examiner. Are you in it?" That is an effective advertisement and the printer has made the most of it. On page 50 the advertisement of the Chicago Newspaper Union,



advertisements. That of the Philadelphia Item on page 10 is so good that it is difficult to see how it could be improved in its convincing quality. No one can glance at the paper without reading the advertisement of the Cincinnati Commercial Tribune on page 18, and when he has read it he cannot exclude from his mind the idea that it must be a great paper. Mr. Charles Austin Bates' appeal on page 24, "Send me \$500 or \$1,000," takes the

"God must have loved the common people, he made so many of them. The 'common people'—the bone and sinew of the nation—read country weeklies. The Chicago Newspaper Union issue 1,450 of these same country newspapers," is very effective. Geo. Kissam & Co., on pages 62 and 63, have model advertisements. "Street car advertising is daily growing more popular as its merits are constantly becoming more manifest. We can place

your card in 15,000 cars." That is the burden of the first advertisement. "The brightest designers in America are constantly working on new ideas for street car cards; an appreciative and critical audience of millions view at their leisure the product of their brains. That's why street car advertising has become such a great medium. But you want it placed properly and reliably. We can do it." That is the story of the second advertisement. Both stories are well told. On page 64 the Geo. P. Rowell Advertising Co. has an advertisement much above their usual average. "Poor advertising is too expensive for an advertiser to indulge in. In advertising, more than anything else, that which is worth doing at all is worth doing well. Advertising costs money, whether done well or not. Poor advertising often gives a backward shove which takes too much time to overcome." Here are eight commendable advertisements in one issue, but the best of all is that of the San Francisco *Examiner* on page 23; E. Katz, Eastern agent, 186 World Building, New York City.

The advertisements in the issue of July 8th are of less conspicuous average merit. On page 19 Mr. Bates has an advertisement that no one will fail to read, and it must be a business bringer. On page 33 the Scripps-McRae League have an advertisement that is an eye-catcher, but not so good as some others issued by this combination, whose advertisements, first and last, are among the best ever seen in the pages of PRINTERS' INK. On page 44 there is an eye-catcher. It is the advertisement of the St. Louis *Star*, and surely well calculated to draw attention to the "leading Republican evening newspaper in Missouri." On page 55 the Minneapolis *Housekeeper* has an announcement that takes a strong hold on the advertiser's mind. "The solid confidence and support of more than 94,000 women subscribers who want a clean, helpful, practical family journal, devoted to home affairs, is possessed by the Minneapolis *Housekeeper*." Of the four advertisements specially referred to here, the credit of being the best is awarded to that of Mr. Bates on page 19.

The issue of July 15th fails to be specially notable for the excellence of its advertisements. On page 9 the advertisement of the Portland *Oregonian* stands out with such prominence that no one

who has PRINTERS' INK in hand will fail to see it. "The *Oregonian* is the one paper of general circulation in the Pacific Northwest." On page 33 the New York *Journal* claims attention by its great and growing circulation figures. We turn to page 56 before being again specially attracted, and learn, concerning the *Evening Wisconsin* at Milwaukee, that "it is the only paper in the State that prints its sworn circulation from day to day." Geo. Kissam & Co., on page 62, make a point well—"It is strange that some people state they never read the cards in street cars; yet, on any of the advertisements therein displayed being mentioned, they display a familiarity with them that is surprising," and the Geo. P. Rowell Advertising Co. on page 64, in an advertisement conspicuous for its modesty and good taste, say: "We work on the principle that the more service we secure our customer for the money expended, the larger will the next contract be that he makes with us." The award of the best advertisement in this issue certainly belongs to the Rowell Advertising Co., and it would seem to be somewhat remarkable that in no other week have their advertisements ever had the slightest chance of being considered in connection with the award of the Coffee Pot.

In the issue for July 22d the advertisement of the New York *Sun* on page 9 seems specially attractive: "The constituency of a newspaper is its most valuable component part. Every man possessed of intelligence and means reads the *Sun*." On page 15 the advertisement of the Helena, Mont., *Independent* is certainly a good one. On page 33 the Scripps-McRae League has a remarkable advertisement, one of the best of a series, all of which have been good. One page 47 Printers Ink Jonson's advertisement is certainly effective, but of the four here named that of the Scripps-McRae League is beyond all comparison the best.

In the issue of July 29th the advertisement of the *Ladies' World* on page 13 is rather convincing. "Eight times the combined issue accorded to all publications in the household list published in New York State" is the claim set forth and effectively displayed. On page 14 the Scripps-McRae League make the point: "Prosperous papers pay, and the Cincinnati *Post*, with its guaranteed circu-

lation of over 160,000 daily, is the most prosperous paper in Ohio." On page 15 the American Newspaper Directory makes an effective advertisement out of a letter from a publisher who finds that in soliciting advertisements the rating given by the Directory is always a clincher on account of the guarantee which it gives. Aside from these three advertisements, which are all in a bunch, there are none other of remarkable excellence in the issue of the 29th.

After the five July issues have been examined and all the best advertisements pointed out, the question must be decided: Which among the advertisements that are best in each issue is best of all. On page 33 of the issue of July 1st the advertisement of the San Francisco *Examiner* stands out like a blazing star. Compared with it Mr. Bates' advertisement on page 19 of the issue of July 8th and that of the Rowell Advertising Co. on page 64 of the issue of July 15th have no chance whatever. In the issue of July 22d the advertisement of the Scripps-McRae League is a beauty and it is effective, too. No advertisement in the issue of July 29th can compare with that. The choice then is to be made between the advertisement sent in by Special Agent Katz of the *Examiner* and Special Agent Perry of the Scripps-McRae League. Mr. Perry was awarded the Coffee Pot for the best advertisement in June, but that would be no good reason why he should not receive another in July. After comparing the two advertisements carefully, however, the decision was arrived at that the ad of the San Francisco *Examiner* actually was the best for the month and the Coffee Pot was awarded to Mr. Katz. This award closes the competition for the present, although it is probable that the idea may be renewed and carried further at some time in the early future. The four awards for the best advertisements during the four months have been as follows: first to Mr. Cyrus Curtis of the *Ladies' Home Journal* for the best advertisement in April, second to Mr. Van Doren, special agent for the St. Paul, Minn., *Dispatch*, for the best advertisement in May, third to Mr. Perry and fourth to Mr. Katz as here set down.

THE people sometimes forget you—there are so many things to remember. To stop your advertisement is to confirm their infirmity.

ADVERTISING PERFUMERY.

By Louis James.

The name of "Ed. Pinaud" has become widely identified with perfumes. This is on account of extensive advertising. His advertisements are found in a large number of European publications, besides appearing in all the magazines of this country. The headquarters of Pinaud are in Paris, while the New York office is on Union Square.

I called at the New York office the other day, and saw Geo. R. McDonnell, who has charge of the advertising. As he is a reader of *PRINTERS' INK*, he said that he felt "an interview was in order," when I asked him to tell me something about advertising perfumes and toilet articles.

In reply to my question he said: "From beginning Pinaud was a firm believer in advertising. The returns have fully justified this belief. A certain sum is set aside each year for advertising, and this has been gradually increased.

"It has been our policy to manufacture only high class perfumes and toilet articles, and in this way to get a reputation and a name. Thus all goods bearing the name 'Pinaud' have a certain standard of excellence. This means a great deal to the trade which handles our products, for they can be confidently recommended."

"What have been your methods of advertising?"

"We have tried almost all kinds of advertising. More or less money has been wasted in making experiments. Our simple object is to reach the people who buy and use good perfumes and toilet articles. The demand for our goods comes largely from the women. And so we advertise largely in the magazines and papers which they read.

"Which do you find the most profitable, the magazines or the daily newspapers?"

"The magazines, by all odds. We do not use the dailies at all. They are not suited for our business. We advertise in all the magazines of any account. The leading magazines, such as *Harper's*, *Century* and *Scribner's*, have paid us very well, but some of the cheaper monthlies with large circulations have done better.

"Our ads are all 'keyed,' and usually we get some idea of the medium which yields the best results,

Our mail order business is quite large, and in our advertisements we offer to send our goods when they are not obtainable from the local dealer.

"Next to the magazines come the fashion papers and publications of interest to women. Some of them undoubtedly have a large circulation, but it does not seem to be of the kind that buy perfumes and toilet articles. There are other papers with a smaller circulation that bring us good returns. This is our experience with a few of the society papers, published in New York and other cities."

"What other mediums do you use?"

"Well, we use two or three class or trade papers. They circulate among people who handle our goods. We have advertised 'Roman Salts' and other preparations in a few medical publications with profit. The Salts are good for headaches, lassitude, and deodorize the air in a sick room. The *Pharmaceutical Era* is one of the trade papers which we find goes to the people we want to reach.

"With regard to other mediums I do not think they are useful for our business. We have sent out some descriptive matter, circulars and pamphlets. We have used the street cars, but it is not easy to say just how much business comes from that source.

"Our advertisements are prepared with a view to the mediums in which they appear. The ad in a trade paper must be of a wholly different nature from one in a popular magazine. The best way, I find, is to take one kind of perfume and make it prominent. For example, last year in our advertisements we made a specialty of our 'Roman' perfumes. We called it the latest Parisian fad, and, as American ladies usually want to be up to date, the Roman perfumes took immensely with them. It is not easy to write a perfumery advertisement," said Mr. McDonnell in conclusion; "if you think it is, just try it."

GOOD ADVICE.

Don't patronize the fake advertising schemes which are everlastingly presented to you. Nine of ten of these schemes are valueless as a medium of advertising. The only thing they are good for is to supply some young man with a temporary occupation and generally a good sum of money to line his vest pockets with. Far better buy space in your weekly paper and patronize your local editor than to put your money into these fakes.—*St. Louis Grocer.*

GIVE the people an ad they are sure to read, You will get a good crop if you sow good seed.

UNKEPT PROMISES.

By D. H. Moore.

Lots of people look upon advertisements with suspicion. Not so many as used to, but too many. And good reason why.

They are weary of circuses whose pictured troupe of Arabian steeds turn out to be a few unkempt and bony nags, whose heavily billed high-diver doesn't dive and whose grand half-hour concert proves to be fifteen minutes of drivel.

They have had enough of the merchant who invites you in "not necessarily to buy, perhaps merely to inspect," and then dogs your footsteps with Baxter street persistence, importuning you to purchase this and that.

No one delights in visiting a shoe dealer who glaringly advertises a \$2 shoe as good as you can get, and then insists that his \$5 article is what you want. Don't, when an advertisement brings a customer in, undo it all by gain-saying the ad. Be broad-minded in business. When you've said a thing, stick to it. Don't imagine people don't know what they want. Don't show that you are annoyed if they leave your place without buying. They were invited there, and, besides, maybe they'll come back.

Advertise a \$2 shoe, and the man who asks for a \$2 shoe wants a \$2 shoe, and don't want anything else. Maybe you can browbeat him into giving \$5 for some other kind. But don't rub your hands and chuckle when he's gone. Ten to one he's gone away your enemy, and will talk about you. Talk spreads, and pretty soon your \$2 shoe ad will be like the boy's cry of "Wolf! wolf!"—unanswered.

Once I bought a pair of duck trousers. The sale was largely advertised and the price was 40c. The man encircled me with his tape measure and said, "Certainly, he had just my size." So they were, my size in width—but oh! the legs of them! I turned them up about a yard and still they swept the floor. I have them yet, as good as new, which is not very good.

I'll never go to that store again, unless I lose my memory.

There's great need of reformation in the matter of carrying out advertised promises.

THE ad of the match manufacturer should strike sparks of interest in the reader's mind.



*“It is the safeguard
of our country.
So long as the publi-
cation of*

THE SUN

*is continued,
we shall never lack
the truth.”*



SPECIAL NUMBERS.

By Jno. C. Graham.

It is an established custom among newspapers and periodicals to issue, on certain occasions, a special edition of the publication. Christmas, Easter and holiday numbers are common and such editions are generally fairly well patronized by advertisers. Anniversary or "birthday" issues of journals are also frequent. The canvass for advertising orders is usually very thorough. Some publications demand special rates for these special numbers, and claim extra circulations which have not always a substantial foundation in fact. Even supposing they had, it may not be a wise policy to ask or expect higher prices for space in particular issues of the same journal.

But there are some special editions which do attract both the public and the advertisers, and a conspicuous example of one of these is the fiftieth anniversary number of the *Scientific American*. It is claimed for this remarkable number—which was published on July 25th—that it contains more valuable information for the general public, and more value in advertising patronage, than any other weekly paper ever issued anywhere. It contains an exhaustive illustrated review of the leading inventions and scientific discoveries during the last half century, and in this respect it becomes a valuable book of reference, which considerably enhances its worth to the advertiser.

The normal circulation of the *Scientific American* is said to be 50,000 weekly. The number of copies printed of this special issue approximated close on to 200,000, but the advertising rates were not raised. Four hundred and fifty different advertisers availed themselves of the chance to use space, and the total value of advertising in that one issue closely approximated \$17,000! So far as the writer is aware, no weekly paper in the world ever carried that quantity of advertising before, in one issue. The ordinary advertising patronage of the paper was increased ten-fold for that one week—from two pages to twenty-three. If advertising in the *Scientific American* usually pays, this issue must prove even more profitable for those who took space in it, for the extra copies were sent to selected lists of inventors, scientists, capitalists, machinists, engineers, architects, build-

ers, electricians, etc., and of course the number, unlike ordinary sample copies, being a valuable encyclopedia of scientific information as well as a triumph of artistic typography, will be treasured by the recipients and probably read many times over.

The strong point I wish to make in regard to this particular anniversary number is that, in spite of the enormous extra cost of production, the publishers were shrewd enough to adhere to normal advertising rates, and even sold copies at the usual price of ten cents. It was this generosity that appealed to the advertiser, the chance of buying advertising at 25 cents on the dollar, as it were. Outside the class of announcements usually found in this publication the advertising columns represent hotels, magazines, mineral waters, drawing materials, tobacco, books, artificial limbs, milk testers, pianos, detective agencies, schools, insurance, shoes, spectacles, clothing, musical instruments, writing paper, etc., etc., showing the wide diversity of business advertised.

The advertising in this "special number" was in charge of Mr. James M. Henley, of Munn & Co., and the appearance of the twenty-three pages of ads indicates that much hard work and head work was expended by him in their production and arrangement, but Mr. "Keyed-ad" Lyman of the *Scientific American* is said to have personally secured the bulk of the business.

This great and beautiful edition of the *Scientific American* was distributed as sample copies to lists of persons likely to become subscribers. If advertisements were sought with this extra circulation in view, then the distribution of the paper through the mails at one cent a pound was illegal. If, however, the advertisements were taken without any promise of extra circulation, the mere giving of the extra circulation would not violate any post-office law.—[ED. P. I.]

YOUNG MEN IN SEASON.

In the advertisement department of some of the best-known periodicals this season appears the prospectus of a certain summer resort, which concludes its list of attractions with the words, "Special Rates to Young Men." The words are in good, big type, by far the most striking thing about the advertisement. The summer resort that welcomes young men is sure to have the opportunity of likewise welcoming young women—droves of them. It's a good rule that works both ways, and so insures patronage.—*N. Y. Evening Sun.*

PRESTIGE

∴ IS THE
∴ FRUITION
∴ OF SUCCESS.

ADVERTISERS

Turn a deaf ear to the
appeals of a paper less
than one year old.

A PAPER

That has been established 45 years, and is still growing, must possess intrinsic merits of its own, and its field must be a valuable one. Such a paper is



THE OREGONIAN'S BUILDING.
Finest Newspaper Building
West of Chicago.

THE OREGONIAN

DAILY : SUNDAY : WEEKLY

ITS FIELD

	Population
PORTLAND (OFFICIAL) . . .	81,342
PORTLAND'S SUBURBS . . .	17,800
STATE, OUTSIDE OF PORTLAND (APPROX.)	275,000
WASHINGTON	375,000
IDAHO	100,000
WESTERN MONTANA . . .	90,000
BRITISH COLUMBIA . . .	100,000
TOTAL	1,039,142

E. G. JONES,
IN CHARGE OF ADVERTISING.

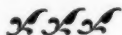


S. C. Beckwith Special Agency,
Sole Eastern Agents,
Tribune Building, New York. The Rookery
Chicago.

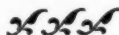
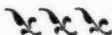
The Helena Independent

The Oldest and Leading
Morning Daily Paper in Montana.

Daily, \$10 per year. Weekly, \$2 per year.



The record of the Helena Daily and Weekly INDEPENDENT for the past five years has been one of which all Montana may be proud. It has, in all that goes to make a great paper, kept fully abreast with the growth of the State. Its news service is the fullest and most reliable. Published at the Capital, its facilities for getting all the news in which the whole people are interested are the best. With correspondents all over the State, carefully edited, and a splendid mechanical equipment, it is a paper no Montanian, who wants to keep posted, can do without.



For information as to advertising address

38 Park Row, NEW YORK. **H. D. La Coste,** Eastern Manager.

“J.K.L.”

Of the 20,630 papers described in the last issue of the American Newspaper Directory 17,650 fail to get credit for issuing as many as a thousand copies regularly. This indicates that out of every hundred journals there are not fifteen that print an average edition of so many as one thousand. The papers with small issues are rated in the Directory in three classes: 4,669 have a J rating, explained by the key to mean exceeding 800, 5,581 have a K rating, explained to mean exceeding 400, 7,400 have an L rating, which means that they are supposed to have an average issue of between 100 and 400 copies.

It is purposed in the issue of the Directory for 1897 to put these three classes into one, denominating it the “J K L” class.

Class “J K L” will include all those papers that in times past have been variously credited with from 100 to 1,000 circulation, or in other words all that belong in the class not having regular issues of more than a thousand copies.

In this class will go over 85 per cent of all American newspapers.

These papers of small circulation are important in their way. Each one exerts an influence peculiarly its own, but the general advertiser cannot afford to and does not use papers of this grade. The cost of composition upon an advertisement is to the publisher of the little paper often more than the full card rate for an equal number of copies with a paper of wider circulation. These little papers, therefore, must depend mainly for patronage upon local dealers who are compelled to use their columns if they advertise at all. There are a few others who will have special reasons for addressing the clientage of a particular paper of this class, and who will pay the price demanded as readily for a subscription list of a hundred as for a thousand or even more.

To investigate the issue of seventeen thousand papers of this class and describe each one has in times past quadrupled the labor of compiling the American Newspaper Directory, while the value of the information given has been worth very little to the general advertiser who is the purchaser of the book.

The cost of getting up a paper and serving it to one hundred subscribers is pretty nearly as much as would supply one thousand subscribers with the same paper. Composition, office rent, cost of obtaining advertisements will be the same in each case. The price exacted for advertising is for this reason about the same for the paper with from 100 to 300 circulation as it is for another with from 700 to 1,000 subscribers.

A gentleman, whose business for twenty years has made him very familiar with the confidential details of the business of many small newspapers, assures the writer that there are at the present time between fifteen and eighteen hundred newspapers that appear regularly from week to week whose regular editions are only from two to four quires, viz., from 48 to 96 copies.

If a paper has distribution sufficient to secure a rating above the “J K L” class—that is, above a thousand copies—it may be worth the consideration of a general advertiser. A thousand copies may be taken as a unit of advertising value. The paper that is not able to reach a regular sale of so many as a thousand copies should depend for patronage (and will) upon such as use it because they have to, or because they wish to, and are willing to pay the price demanded without allowing themselves to be disturbed by the palpable fact that, although the sum is small, it is from two to twenty times greater than is demanded for an equivalent circulation bought of papers of larger issue.

CORRESPONDENCE SOLICITED.

Persons who have views to express upon what is set forth above are invited to address

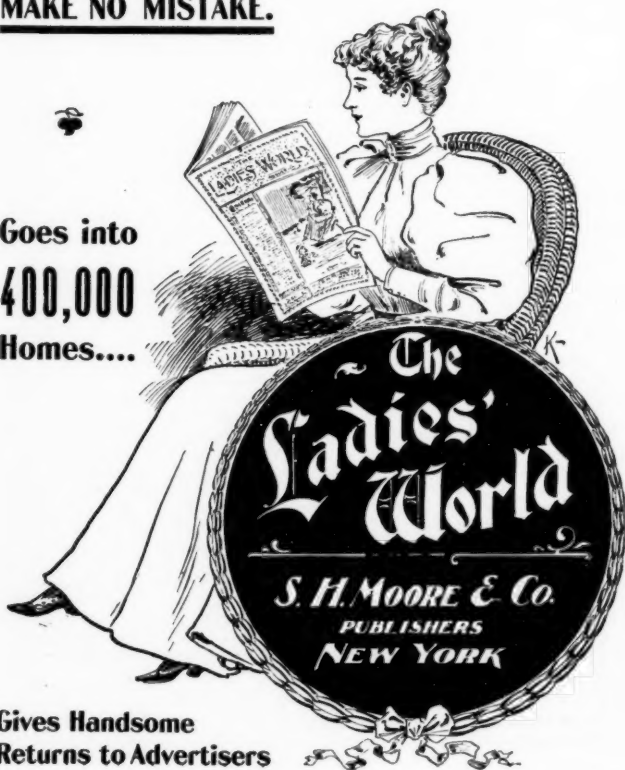
EDITOR AMERICAN NEWSPAPER DIRECTORY,
No. 10 Spruce Street, New York.

IT'S THE LADIES' WORLD

That has the . .
Big Circulation.

MAKE NO MISTAKE.

Goes into
400,000
Homes....



Gives Handsome
Returns to Advertisers

Protection Is the Battle Cry



And when you spend money for advertising you should be protected by extensive circulation.

The Chicago Dispatch

Has a larger circulation than all other Chicago Afternoon Papers combined, save one. It prints and circulates : : : : :

Over 65,000 Copies Daily

It reaches the masses and is read by all classes.

Not Part of the Time, but all the Time !

HOME OFFICE,

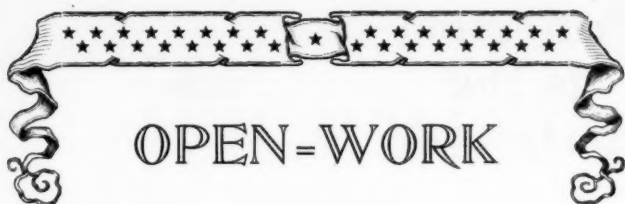
115-117 5th Ave.

EASTERN OFFICE,

CHICAGO.

517 Temple Court,

NEW YORK.



CAMPAIGN BANNERS

PROPERLY MADE and LETTERED
with CANDIDATES' NAMES and APPROPRIATE MOTTOES,
APPLY ILLUSTRATED with SYMBOLIC
PAINTINGS and GOOD PORTRAITS,

**are a strong help in
the Campaign !**



THE BEST WORK of this character is that of

FRANK T. JONES,

136 WEST BROADWAY,  NEW YORK.

20 Years' Experience.

10 TO 1!

The Very Best Medium!

Philadelphia Item

Mr. Floyd D. Maxfield's Advertising Experience.

Experience is said to be the best teacher, yet thousands of advertisers pay out thousands of dollars before they make the discovery that they are not getting either returns or results for the money they spend. An advertiser is soon able to discover whether a paper has or has not circulation. If he does not get RESULTS, the reason is obvious. If he gets only SLIGHT RESULTS, the reason is obvious. If he gets BIG RESULTS, the reason is obvious.

Mr. Floyd D. Maxfield is manifestly a bright and intelligent advertiser. He states that he advertised "in a number of well-known papers in this city and also other large cities," and the result of his experience was that "IN EACH CASE the Philadelphia Item brought me TEN (10) REPLIES to every ONE from the other papers."

TEN TO ONE! What do you think of that?

TEN TO ONE! An interesting fact for advertisers to consider.

TEN TO ONE! In other words, The Item reaches TEN PEOPLE where other papers reach ONE!

The specialty that Mr. Maxfield advertised is known as Maxfield's Bicycle Grease, one application of which is said to be sufficient to run a bicycle a whole year without a drop of oil. As EVERYBODY now rides a wheel, Mr. Maxfield's ADVERTISING TEST afforded PRACTICAL and CONCLUSIVE evidence as to which paper was read by THE GREATEST NUMBER OF PEOPLE, and as usual THE ITEM scored a complete victory over all its competitors—proving that it goes everywhere, is read by everybody, and is emphatically THE PAPER OF THE PEOPLE!

PHILADELPHIA, June 6, 1896.

BUSINESS MANAGER THE ITEM:—Knowing that the Business Man of to-day who advertises to any extent feels the necessity of securing THE BEST MEDIUM and 'he one that REACHES THE GREATEST NUMBER OF PEOPLE, therefore I feel justified in making the following statement: A short time ago I had occasion to advertise a specialty pertaining to Bicycles, and in order to determine which was the best medium I advertised in a number of well-known papers in this city, and also other large cities, and in each case The Philadelphia Item brought me TEN (10) REPLIES to every ONE from the other papers.

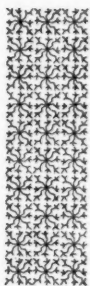
As a Business Man I must acknowledge your paper is, WITHOUT EXCEPTION, THE VERY BEST MEDIUM FOR ADVERTISING I have yet found, and I most cheerfully recommend it to all business men desirous of reaching the GREATEST NUMBER OF PEOPLE and of THE RIGHT SORT.

No. 35 N. 7th St., Phila.

FLOYD D. MAXFIELD.



ADVERTISING LITERATURE



One of the most important features for advertisers to consider is the literature they send prospective customers who answer their ad. Impressions from printing cut a big figure and win half the battle for you. Use good paper, fine printing and well worded, concise, convincing argument. Make no claims that are untrue — it won't pay.



The above is one of the scores of rules in a new book, just out, by the publishers of

BOYCE'S ***** BIG ***** WEEKLIES

The book is entitled "RULES FOR ADVERTISERS."

We'll send it free to any one.
It's worth its weight in gold.

Address **AD DEPT. W. D. BOYCE CO.**
115 FIFTH AVENUE, CHICAGO

THE \$1,000 PRIZE ADVERTISEMENTS.

In PRINTERS' INK, Jan. 15th, 1896, appeared an announcement by the publishers of the American Newspaper Directory offering prizes aggregating \$1,000 in cash for advertisements that should best express to the world the merits of that publication. The conditions stipulated in substance that the advertisement was to be inserted in some publication, was to occupy as much as five dollars' worth of space at regular rates, and upon its appearance a copy of it was to be sent to the editor of the Directory, who would send to each competitor a copy of the Directory, in addition to any prizes. The competition extended over twenty-six weeks, and each week the best ad was to be selected and published in PRINTERS' INK. The prizes were \$500 for the best ad received and \$200, \$100, \$100, \$100 to those whose advertisements followed that of the winner in merit. The conditions stipulated that out of all ads received twelve were to be selected as best, and the portraits of the writers of these twelve were to be published in PRINTERS' INK, as is done in this issue; that the best six advertisements were to be selected from these twelve; that to the best ad of the six—which necessarily is the best ad of all—was to be awarded the principal prize of \$500; that of the five remaining the last received should be thrown out and have no further consideration; that of the four remaining the one received earliest should receive \$200, and the others \$100 apiece.

While the competition did not bring forth as many advertisements as might have been expected, the total number received aggregating only 392, it was apparent that competitors had a very clear idea of the points which mark the superiority of the American Newspaper Directory over others.

In this issue of PRINTERS' INK portraits and brief sketches are given of the constructors of eleven of the twelve advertisements adjudged to be best of all received. The short biographies which accompany the portraits show the twelve to be intelligent, discriminating men to whom the painstaking methods of the American Newspaper Directory would particularly appeal.

A sketch and portrait of Mr. A. L. Baumgartner of Woonsocket, S. D., is omitted, for the reason that neither

his photograph nor a sketch has been received up to the time of going to press.

In going over the twelve advertisements considered best of all for the purpose of selecting the six prize winners, they were considered in their order:

January 22. By Samuel P. Foster, printed in the Elmer, N. J., *Times*.

February 12. By Thomas C. Leech, printed in the Kansas City, Mo., *Packer*.

February 12. By A. L. Baumgartner, printed in the Woonsocket, S. D., *News*.

March 4. By Harold E. Denegar, printed in the Long Branch, N. J., *News*.

March 18. By I. N. Barrick, printed in the Kansas City, Mo., *Grocer's Journal of Commerce*.

April 22. By W. H. Eastman, printed in the Paris, Maine, *Oxford Democrat*.

April 29. By Charles F. Jones, printed in the Louisville, Ky., *Commercial*.

May 6. By Charles O'Malley, printed in the New York Supply Journal.

May 13. By Joseph Auld, printed in the Burlington, Vt., *Sunday News*.

June 24. By W. H. Eastman, printed in the Phillips, Me., *Phonograph*.

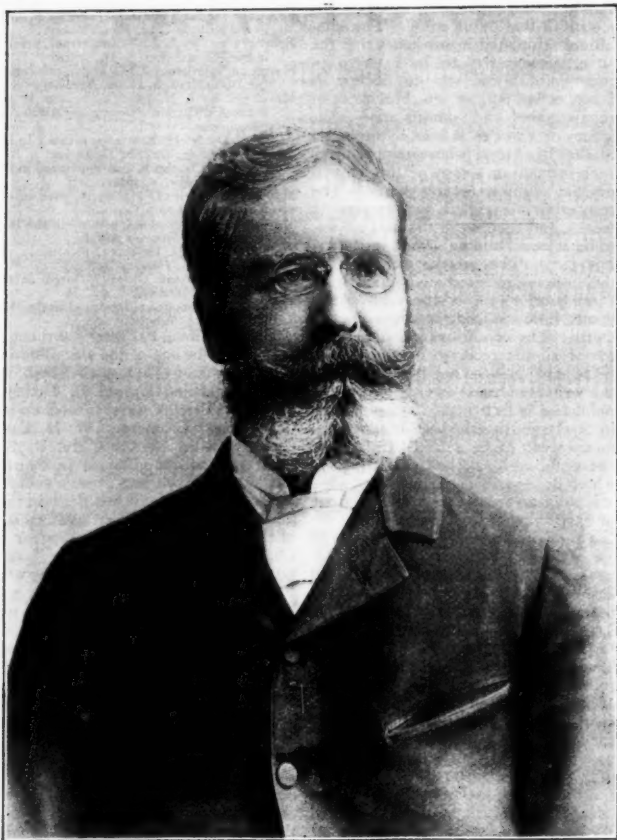
July 8. By Wolstan Dixey, printed in the New York Liberty.

July 15. By Joseph Auld, printed in the Burlington, Vt., *News*.

That of Samuel P. Foster was thought certainly to be one of the six. The advertisements of Thomas C. Leech, A. L. Baumgartner, Harold E. Denegar and I. N. Barrick were turned down. Of the advertisement of W. H. Eastman, printed in the Paris, Me., *Oxford Democrat*, and reproduced in PRINTERS' INK of April 22d, it was decided that up to this time it was the best that had appeared. It was put aside as one of the six. Of the advertisement of Charles F. Jones, printed in the Louisville, Ky., *Commercial* and shown in PRINTERS' INK of April 29th, it was decided that there had been but one better and that one was Mr. Eastman's advertisement in the issue of April 22d. Mr. Jones' advertisement was put aside as one of the six. The advertisement by Charles O'Malley was turned down, but the one of Joseph Auld, appearing in the Burlington, Vt., *Sunday News* and reproduced in PRINTERS' INK of May 13th, was pronounced the best advertisement that had thus far appeared. It was accorded a place among the six. The advertisement by W. H. Eastman, reproduced in PRINTERS' INK of June 24th, was turned down, but the advertisement by Wolstan Dixey, appearing in a New York paper called *Liberty* and reproduced in PRINTERS' INK July 8th, was pronounced the best displayed advertisement of the whole series. In this conclusion all the judges acquiesced. Mr. Dixey's

advertisement was put aside as one of the six. A second advertisement by Joseph Auld, appearing in the Burlington, Vt., *News*, and reproduced in *PRINTERS' INK* for July 15th, was the last one considered, and all agreed that it should have a place among the

appearing July 15th. The final decision was that Mr. Auld's advertisement was best, and in this conclusion all the judges agreed. To Mr. Auld, therefore, the check for \$500 was sent. By the terms of the original offer it now became necessary to examine the



JOSEPH AULD, Winner of the Principal Prize.

six. Thus the selection of the six advertisements was completed. It now remained to decide which of the six advertisements should have the \$500 prize. The choice lay between that by Mr. Dixey, appearing in *PRINTERS' INK* of July 8th, and that by Mr. Auld,

dates upon which the five remaining advertisements had been received. Mr. Foster's had appeared in *PRINTERS' INK* for January 22d, Mr. Eastman's April 22d, Mr. Jones' April 29th. One advertisement by Mr. Auld had appeared on the 13th of May, the other

July 15th, and Mr. Dixey's advertisement had appeared on the 8th of July. By the terms of the original proposition the \$500 prize was to be awarded to the advertisement that was best of all without regard to date of appearance, and the \$100 prize was to be doubled for that one of the five best advertisements that was submitted first, and the one that came last was to be excluded on that account from further consideration. Mr. Dixey's advertisement was, therefore, turned down, and a check for \$200 was sent to Mr. Samuel P. Foster, of the Elmer, N. J., *Times*. The remaining checks of \$100 each were mailed to W. H. Eastman, Charles F. Jones, and an additional check for \$100 to Mr. Joseph Auld, and so the contest closed.

Joseph Auld was born in 1848 at Prince Edward Island; was a farmer's boy till 16; educated winters in district school. He came to Boston at 19, took a commercial college course, and became bookkeeper and cashier of a large wholesale and retail grocery house in Boston. Subsequently he went to Rutland, Vt., and entered the employ of the *Rutland Herald*, where he worked up to local editor and manager. Later he was called to the *Burlington Free Press*, which he changed into a prosperous and paying property. He sold out his interest in the *Free Press* in 1890, and in 1894 started the *Daily News* of Burlington, which he has already made a paying property. It started off with a circulation of 2,000, printed on a hired press. It now has its own Scott perfecting press, Thorne typesetting machine, and boasts, says Mr Auld, a daily circulation above 4,000 copies.

When Mr. Wolstan Dixey was applied to for a sketch to accompany his picture, he said: "I was born some 30 odd years ago—which is as near as I care to come to it—in a little Massachusetts town—which is probably as near as the town would care to have me come to it; and near enough to Boston to be certain of ultimate salvation. I lived in and about Boston for a good many years and a few years in San Francisco. In these places I went through the ordinary course of a city grammar school. As a young fellow, before I settled down to the newspaper and advertising business, I had a whack at pretty nearly every calling you could shake a stick at. I

can't remember them all; and, sadly enough, some I can't forget. I had a variegated experience as errand boy, printer's devil, typesetter, proofreader, clerk, collector, bookkeeper, book agent, traveling salesman, reporter, ad



WOLSTAN DIXEY.

solicitor and theatrical fakir. All this was in boyhood's gorgeous hour. Then I settled down and have had twelve years' steady training as an editor, advertising manager and advertisement writer."

Samuel P. Foster was born near New Port, Cumberland County, N. J., in 1860. At the age of thirteen his home was broken up by the death of his mother, and he was compelled to scratch for himself—first on a farm for board and clothes, then in a country grocery store for like wages, on an oyster boat as cook, or deck hand on a freighting vessel, etc. At the age of twenty years he took a position as salesman for C. O. Newcomb, proprietor of the Cedarville, N. J., flouring mills, which connection continued for seven years, when it was relinquished for a position with the *Temperance Gazette* of Camden. In May, 1887, he purchased a third interest in the Elmer, N. J., *Times* for thirty-six dollars, the machinery being leased from the owner, who had tried to start the paper and failed. The *Times* began to flourish, and in one year had increased from 300 to over 800 circulation, and then Foster bought the whole outfit, machinery and all. Mr. Foster is married and has four children. He was awarded a fifty-

dollar prize by James Vick's Sons two years ago for the construction of an advertisement, and obtained another prize from Lewis Childs, of Floral Park, N. Y., for a description of a floral catalogue. The advertisement of the American Newspaper Directory was written in less than forty minutes after the prize offer was received and with-

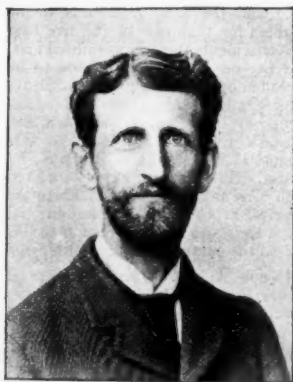


SAMUEL P. FOSTER.

out further aid than the knowledge obtained of the Directory after carefully examining a number of the leading directories for years. The ad represented honest conviction. In the past six years Mr. Foster has traveled through twenty-three States of the Union, visiting the mining regions of the Northwest and the cotton fields of the South.

Wellington Harris Eastman was born at Sweden, Maine, Jan. 6, 1853. His boyhood was spent on his father's farm, where he developed a taste for horticulture. The first twelve years of his majority, however, were devoted to newspaper work. At one time, with headquarters in Boston, he was a special contributor to newspapers in nearly every State in the Union. He is at present manager of the Eastman Seed Co., a business which he established in 1884. As an ad writer he has shown marked ability, and has been the winner of a dozen or more cash prizes for this class of work (a greater number, probably, than were ever before won by any writer of advertisements). This number includes the \$100-dollar prize for the advertising article, "Danger Signals," now issued in pamphlet form

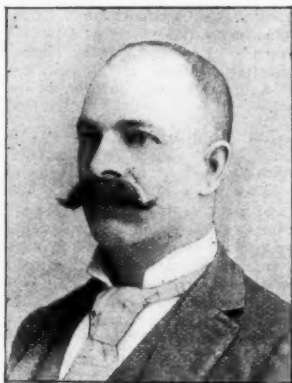
by Geo. P. Rowell & Co., and other awards of equal value, aggregating close in the neighborhood of \$1,000. In the present contest four of his ads have been reproduced in these col-



WELLINGTON HARRIS EASTMAN.

umns—two as the best for their respective weeks, and two as close seconds. Mr. Eastman still devotes a portion of his time to the preparation of advertising matter, and has an extended clientage whom he regularly serves.

I. N. Barrick was born near Warsaw, Ill., Oct. 7, 1858. He attended public



I. N. BARRICK.

school at Quincy, Ill., where he resided for many years. In 1888 he en-

tered the newspaper field as advertising solicitor, and has been in the newspaper business ever since, being now business manager of the *Grocer's Journal of Commerce* of Kansas City, Mo., published by the Barrick Publishing Co., of which he is president.

Harold Eugene Denegar was born at Hudson, N. Y., August 7, 1875. At the age of eight his family moved to Long Branch, N. J., where he has ever since resided. In 1895 he started a small paper known as the *Club Register*, which he afterwards sold. Last year he wrote his first ad. His field is among local merchants for a local pa-



HAROLD EUGENE DENEGAR.

per. In March last he associated himself with the Long Branch *Nerves*, with which he is now connected. Mr. Denegar is a careful student of PRINTERS' INK, and attributes to its teachings much of the success he has attained. Every copy of it, he says, has been worth five dollars to him.

Charles F. Jones was born at Louisville, Ky., in 1869. In 1891 the New York Store of Louisville bought out the small merchandising establishment which he had made a success by judicious publicity in the daily press, and Mr. Jones was induced to become the ad writer of that firm. He rapidly

broadened his new field and soon Louisville became too small for him. At Chicago he gave personal attention to the advertising of the dry goods houses of A. M. Rothschild & Co., and also did ad writing for Marshall Field & Co., Chas. A. Stevens & Brother and other department stores. In December, 1895, Mr. Jones won the silver vase offered by PRINTERS' INK for the best advertisement that could be writ-

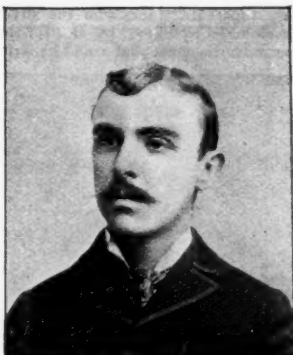


CHARLES F. JONES.

ten about the merits of "The Little Schoolmaster." Out of 851 competitors, scattered all over the world, Mr. Jones' effort was declared the winning advertisement by the unanimous vote of the five judges. Mr. Jones' recent advent in New York was made as the advertising manager for the great Siegel-Cooper Company department store which some assert will dwarf all previous efforts in this or any other city.

Charles O'Malley was born in Brooklyn, N. Y., in 1869. His first business experience was with Harper & Brothers. He left them to go on the *Cosmopolitan Magazine*. Some months later he took a position with the Cleveland Baking Powder Co., where he remained for three and a half years, acquiring a good knowledge of advertising usages. He next started out as a special agent, and had control of six papers, when a position was offered him in the advertising department of Scott & Bowne, but the work of a mere checking clerk was too slow and monotonous for his disposition, and he remained with them only for one season.

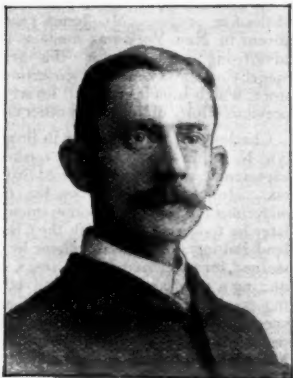
He is now and has been for the past year general manager of the *Supply Journal*, a New York trade journal devoted to the interests of the bakery and confectionery trades. He says that since he has taken hold he has increased its business greatly. Mr. O'Malley says



CHARLES O'MALLEY.

he takes pleasure in stating that he owes his success to the fact that he has been a constant reader of **PRINTERS' INK** for the last six years. He remarks that he does not know it all, but will learn all he can by reading the *Little Schoolmaster*.

Thos. C. Leech was born in Smithland, Ky, March 4, 1855. His family



THOMAS C. LEECH.

removed to Cape Girardeau, Mo., in 1857. He was educated in private

schools and at Northwestern University, Evanston, Ill. Subsequently he studied law and was admitted to the bar in 1877, but did not practice. He entered the newspaper business in 1877, and has been in it ever since, having been employed in an editorial or reportorial capacity in Texas, in St. Louis, Kansas City and smaller cities. For the past four years he has been managing editor of the *Kansas City Packer*, of Kansas City, Mo.

IF YOU KNOW WHAT YOU WANT ADVERTISE FOR IT.

Perhaps you noticed in the *Daily Tuesday* morning a small want advertisement calling for a driver of a delivery wagon. The "ad" only occupied four lines of space and was set in a modest style, as all such advertisements are, yet the results were so great that when the advertiser came for his replies Wednesday evening he was astonished. The little quarter-dollar advertisement brought him in exactly fifty-five answers.—*York (Pa.) Daily*.

If all the people knew the possibilities of filing wants promptly by inserting a small advertisement in the local paper, the "Want" ads would vastly increase and the public appreciation of a good paper grow in the same proportion.

ABUSING THE FRANKING PRIVILEGE.

One of the political parties at present seeking the support of the people has proposed to establish its headquarters at Washington, D. C., with the avowed intention of endeavoring to secure the acquiescence of friendly senators and representatives to the use of their franks for the purpose of flooding the country with campaign literature by means of the mails at no cost to the sender. Such a practice would work disadvantageously to newspapers and periodicals. The extra expense caused by this additional burden on the post-office department would help swell the debit side of the next balance sheet of the department's accounts and augment the desire to reduce the already great expenses. The long suffering "second-class privilege" would probably be hacked at again, as that seems to be the pet spot in the department's workings at which reformers delight to flourish the axe. It seems hardly probable that the mails will be permitted to be used for campaign purposes, as such permission would be manifestly unfair to every taxpayer of the opposite political faith, but it would be well if all newspapers throughout the country would work hard in the effort to render the improbability an impossibility.—*Newspaper Maker*.

ST. JACOB'S OIL.

Only a few years ago it was not an unusual sight, wherever one traveled, to see large advertisements of St. Jacob's Oil, or to take up a daily or weekly paper and see the St. Jacob's Oil advertisement. However, they stopped advertising, and what is the result? St. Jacob's Oil is to-day almost forgotten.—*Profitable Advertising*.

A BICYCLE tire ad need not be full of wind.

UNDER THE OCEAN.

INTERESTING FACTS ABOUT THE FOREIGN CORRESPONDENCE AND CORRESPONDENTS OF NEWSPAPERS.

To give their readers all the news of all the world, the great papers of the United States now rely upon news gatherers in every news-center of the globe. Many of these journalists are connected with agencies like the Associated Press, which distribute the news to American papers. Others are in direct connection with the noted London correspondents, of whom we shall presently speak. The work of news gathering has been going on for over fifty years, because the interest of the American people in foreign affairs and the history of the European correspondent dates, roughly, from the moment the little steamer *Sirius* entered New York Harbor in April, 1838, followed soon after by the *Great Western*. The country was immediately thrown into great excitement, and James Gordon Bennett, the editor of the *New York Herald*, was aflame with enthusiasm. He saw that steam had brought the people of the two countries together, in sentiment as well as in reality. He went to Europe on the return voyage of the *Sirius* to make arrangements for correspondence. There had, it is true, been occasional correspondents before, but no attempt had been made to give the American people a connected knowledge of contemporary trans-Atlantic occurrences.

The laying of the first successful Atlantic cable in 1866 intensified the interest to fill the demand for the latest news; the newspapers began to depend upon the telegraph, although the expense was enormous. During the Seven Weeks' War the *New York Herald* secured the whole of the Prussian king's speech after the battle of Sadowa. The cost to the paper was \$7,000, but the advertisement was a recompense. The sudden beginning of the war and its absorbing interest caused the *New York Tribune* to send, at one day's notice, a special correspondent to the field of battle. The fortunate journalist was George W. Smalley, the present correspondent of the *London Times* in New York. In May, 1867, Mr. Smalley was again sent to Europe by the *Tribune*, this time to organize a London bureau. When the Franco-German war broke out the efficacy of the bureau was tested to the utmost.

The *Tribune* allied itself with a London paper for the collection of news, and the alliance brought fame to the *Tribune* and its energetic representative. "The success of that partnership," wrote Kinglake, the historian, "was an era in the journalism of Europe." Mr. Smalley is considered by journalists to be the pioneer in cable correspondence. Since he first came to London the position of the European correspondent has been greatly broadened and strengthened. The formation of the news agency took from his shoulders much of the burden of routine work and gave him an opportunity to make special studies of European questions. The main part of his work was to send a cable letter on Saturday night for the Sunday paper and an occasional letter by post. In his dispatches and occasional correspondence he assimilated the news of the day, and tried to reflect English and Continental opinion upon European affairs. When any great event like the death of a king or the coronation of a czar took place he straightway went to the spot and described the funeral or the coronation to his American readers.

Notwithstanding the change that has occurred and the demand for more activity and news, the "commentator" or critic correspondent still holds a responsible position and will probably continue to hold it. There are certain conservative papers which will always prefer the scholarly letter which the "commentator" likes to write. But with that class of progressive "news" journalism, represented by the *World*, *Sun* and *Journal* of New York, the London correspondent must needs be a man with infinite capacity for hard work or "hustling," and ability to get exclusive information, called "scoops" by the "fourth estate." Regarding this latter quality, it may be said that the same strenuous though friendly rivalry now exists among many of the London correspondents for American newspapers that exists among the reporters of the New York press. The opening of the present year found this rivalry intense. After President Cleveland's "war message" was given to Congress, and there were signs of a disastrous conflict, it was the aim of the American press to find out "how England took it." The London correspondent was naturally to the fore. The *World* seized the occasion to telegraph to all

the leading men of Great Britain for an expression of sentiment upon the crisis. Everybody will remember the reassuring dispatches that came and how they were quoted in all the great papers of the two continents. It was a tremendous stroke of newspaper policy, but it could not have been done without the aid of the *World's* representative in London, Ballard Smith. In like manner Horace Townsend, another prominent newspaper man in London, cabled to the New York *Journal* the new year's greetings he had personally sought for from twenty-four great men of England. These included the Prince of Wales, the Dukes of York and Cambridge, the Marquis of Lorne, Dean Farrar, Lord Leighton, A. J. Balfour and Lord Roseberry. This magnificent response of conservative England to the people of America was the result of three days' telegraphing during a time of great national anxiety in America and England.

The Venezuelan trouble was quickly followed by the difficulties in South Africa, and the United States recognized that its citizens were threatened with the same danger that threatened Englishmen. Immediately there was a keen struggle between the New York papers to get an interview with Hays Hammond, the mining engineer, which Julian Ralph, of the *Journal*, finally secured at great expense. About this time one of the correspondents was required by his editor to get (1) the opinion of the Czar upon the Venezuelan question; (2) to interview Mr. Gladstone; (3) to interview the Pope as to his willingness to arbitrate the Venezuelan dispute, and (4) to get word from President Krueger, of the South African Republic, regarding his intentions towards American prisoners, and interviews with the prisoners themselves. These four things were demanded in four successive days, and they were successfully accomplished, although at enormous cost.

It is needless to say that the men whom great New York papers send to London to guard their foreign interests are trained journalists. The *Tribune* made no error, therefore, when it sent Mr. Smalley, whose first journalistic feat was a descriptive report of the battle of Antietam, written on the train from the battlefield to New York. The *World*, when it appointed Ballard Smith as its European representative, was fortunate in choosing a man who

had served the *Herald*, *Sun* and *World* in several important capacities, latterly as managing editor under Mr. Pulitzer. Mr. Smith came to England on the City of Paris a few years ago, and it is humorously supposed by his brother journalists that the steamship broke down off the coast of Ireland for Mr. Smith's especial benefit. The chance of getting a "scoop" for the *World* was too good to lose. The adventurous journalist embarked from the helpless liner in a trawler and got to the shore, where, after many hardships, he reached a telegraph office. But the fight was not yet over. It happened to be the operator's wedding day, and she positively refused to do any work. The journalist was in despair, when a happy thought struck him. He added to his report a few words saying that the dispatch was being sent by one of Ireland's fairest beauties, who had consented to sacrifice part of her wedding day for the sake of the world's readers and the friends of passengers on the City of Paris. "Yes," said the operator, "I'll send that." "But it's on page thirteen," said the journalist, "and you must send the other first." Which was done. The cablegram was printed in the *World*, and the news of the disaster to the Inman liner first reached England from New York.

The success of the *World* in London is amply explained by this little incident in the life of its noted correspondent. When the terrible collision took place between the Victoria and the Camperdown on the coast of Egypt the *World* got first news, and the London papers heard of it only after the report had been telegraphed from New York. In August, 1895, the murders of the missionaries in China shocked Christendom, and it was Mr. Smith who sent to New York the full statements of the survivors. But all these *coups* were outdone by the publication of the noted autograph telegrams which he secured last summer from the leading finance ministers of Europe upon the silver question, and the pacific dispatches which caused a sensation in the days when "Venezuela" loomed ominous on the horizon of diplomacy.

Not less energetic than Ballard Smith, in the scent for European news, is Julian Ralph, of the New York *Journal*, who has now been in London several months. Ralph lately said: "I am not the first man to sit up nights. But for twenty-one nights, during the

Transvaal crisis, I stayed up to get the morning papers in order that I might cable the latest news of England's attitude." While the crisis was pending, Ralph sent six or seven thousand words a day to the *Journal*, and his success in the "Hammond interview" was striking proof of his journalistic activity. Ralph is a strong opponent of the "one letter a week" correspondent, and his name in every issue of the *Journal* heads two or three columns of valuable dispatches. "The modern correspondent," he lately said, "now sends every scrap of news about the Rontgen discovery with as much avidity as two years ago he sent news about a war. Such a thing was then ridiculous, but the fact that American people now want all such news is an evidence of the broadening of American interests in foreign countries."

One of the best-known correspondents is Harold Frederic, of the *New York Times*. His great reputation is due to his knowledge of European politics and his graphic style. Some years ago Mr. Frederic created a sensation in America by his investigations in the cholera hospitals of Southern France during the plague. His report was of great value, and the daring nature of the work excited the admiration of his brother journalists. In retelling the story of the dangerous "exclusive," Mr. Frederic said: "It was just at the time when the cable companies were sending dispatches at half-rates, providing you got your 'stuff' in before noon. In order to save some money for my paper, I wrote incessantly on the article and took it to the cable office. But the excitement and hard work must have been too much for me. I had hardly handed the copy to the operator before I fell on the floor (in a faint)." Here the journalist stopped and laughed. "At first they evidently didn't know what to make of it, but when they looked at my copy and saw where I had been, they must have got a shock that lasted!"

One of Mr. Frederic's most memorable feats was his magnificent descriptive report upon what he calls "the greatest pageant of modern times"—the funeral of the old Emperor William in Berlin. It is in such work as this that Mr. Frederic is unique on account of his pictorial style. He is a prominent member of the National Liberal Club, and besides doing his regular Saturday cable letter of 3,000 words, and occa-

sional mail letters upon literary, social and political topics, he writes novels of American life.

The *Sun* man is Harry R. Chamberlain, and his success from the start has been most emphatic. Mr. Chamberlain was connected with Boston journalism before he joined the *New York Press* as managing editor. He was then on the local staff of the *Sun* for three years, before he returned to Boston as managing editor of the *Journal*. The *Sun* then paid him the compliment—four years ago—of calling him to fill the London vacancy, and the wisdom of the paper has been shown by Mr. Chamberlain's brilliant work during the late crisis. In 1893 he was the only correspondent who grasped the significance of the great strike of Belgium, which won suffrage for the common people. For some time Mr. Chamberlain had been sharply watching the course of events in Brussels, and when he saw that a crisis was imminent, he left for the Belgian capital at once. He reached Brussels late, and a cabman drove him through the heart of the city until he ran plump into a mob fleeing from the soldiers. The cabman disappeared, and the journalist, jumping to the seat and waving his traveling-bag, succeeding in getting away from the mob and the pursuers. That night, while a clamorous crowd surrounded the Parliament House, suffrage was granted to the poor of Belgium, and the next morning the *New York Sun* had a splendid "scoop." Mr. Chamberlain was also the first American correspondent to announce the discovery of Argon, and his accounts of the Panama scandals are said to have been the best that were written.

The return of the noted correspondent Smalley to New York a year ago left the London post of the *Tribune* vacant. It was immediately filled by the appointment of Isaac N. Ford. On account of his wide experience as a correspondent, and his training as journalist, Mr. Ford was Mr. Smalley's natural successor. In the United States, Mr. Ford did memorable work in rousing the interest of Americans in South American affairs, and much of the American knowledge of the late troubles in Cuba and South America is due to Mr. Ford's brilliant descriptive writings for the *Tribune*. In the London work, Mr. Ford maintains the high standard set by Mr. Smalley, and his recent letters upon municipal govern-

ment in England have attracted wide attention. The *Tribune*, it might be added, possesses a regular office in London at 75 Fleet street, in order to cope with its European advertising.

For the past two or three years the mail letters upon London topics, and the letters of travel which have appeared in the Boston *Herald*, have attracted much praise. The writer, Arthur Warren, is one of the best-known American journalists. Mr. Warren, since coming to England, has made a special study of social and municipal questions. The Boston *Herald* also numbers among its London contributors Mrs. Annie Wakeman Lathrop and Mrs. Anna Mae B. Ellis ("Max Eliot"), who write upon society and dramatic topics. The Boston *Transcript* possesses a clever correspondent in "Alice Livingston," a well-known London society lady.

The New York *Mail and Express* is represented in London by John Beaufoy Lane, who used to be connected with the Philadelphia *Press*. Mrs. Lane ("Anne Morton Lane") is a regular contributor upon social, literary and dramatic matters to the Philadelphia *Times*, Chicago *Times-Herald*, Cleveland *World*, New York *Mail and Express*, and Philadelphia *Book News*. Mrs. Lane is the only American woman upon the council of the "Society of Women Journalists."—*Strand Mag.*

ADVERTISING CONUNDRUMS.

The following conundrums, the answers to which are the names of prominent firms in the metropolis, were perpetrated a short time since by Herbert Booth King & Bro. To give zest to the answering, a box in a prominent theater was promised to the person sending in the first correct list of answers:

1. What Fifth avenue ladies' tailor rejoices under the name of New York's first settlers?
2. What three most congenial men belie their character by their name?
3. What piano firm is in business old, but in name a boy?
4. What merchant has given a name to an asylum?
5. What importing house combines a Dutch prefix to American aboriginal ending?
6. What woman in business suggests by her name an unfeminine proceeding?
7. What furniture house should employ a clerk named "Jack"?
8. What notion house, even when business is poor, suggests a crowd?
9. What men's furnisher should rather deal in flowers?
10. What carpet dealer's trade-mark is equally valuable for root beer?
11. What hatter who is generally praised suggests by his name that he is often hard hit?
12. What dealer in children's goods need not more than print his name to praise his stock?
13. What piano house whose name is as-

sociated with children's first musical effort in their songs about "Sally"?

14. What haberdasher cannot allow goods to be returned?

15. What furniture dealer's name suggests careful consideration of his feelings?

16. What men's furnisher is well up on the stairway of fame, although his name suggests the bottom?

17. What sedate clothing firm whose name suggests that they are high rollers?

To save readers unnecessary brain work, a full list of the correct answers is here given:

1. Hollander & Co. 2. Stern Brothers. 3. Knabe. 4. Bloomingdale Brothers. 5. Van Ingen & Co. 6. Mrs. Lynch. 7. Horner. 8. Jammes. 9. Budd. 10. Shepard Knapp & Co. 11. Knox. 12. Best. 13. Horace Waters & Co. 14. Keep. 15. Herts Brothers. 16. E. A. Newell. 17. George A. Castor & Co.

The responses were numerous, many answering with remarkable correctness. The prize was awarded to Mr. M. B. Cowperthwait, of George C. Flint & Co., West Twenty-third street.

THE WICKEDNESS OF ADVERTISING.

Our entertaining contemporary, London *Truth*, often devotes considerable space to matters medical. In a recent issue it says that the wickedness of professional advertising depends upon who does it. The anomalies, absurdities, and mysteries of medical professional etiquette with regard to advertising are strikingly and amusingly illustrated by an action which was tried recently at Manchester assizes. Damages for libel were claimed by Dr. Kingsbury, of Blackpool, against a medical journal which had charged him with conduct "wholly incompatible with the honor and dignity of the profession" and held him up to "medical reprobation" for allowing himself to be advertised as the physician of two hydropathic establishments. For the plaintiff several medical witnesses expressed the opinion that he had done nothing unprofessional. For the defense several other members of the profession took the opposite view, and it was in the cross-examination of two of these gentlemen that the fun came in. The first of them was Sir Dyce Duckworth. The plaintiff's counsel put to him the fact that Sir B. W. Richardson was advertised as consulting physician of an institution in Leicestershire. Sir Dyce disapproved of this. It was then pointed out that the witness's own name and his private address appeared on a widely circulated prospectus of an insurance company to which he was consulting physician. To that Sir Dyce could see no objection. The next witness was Sir W. T. Stoker. He was asked what he thought of a physician's name and address being given in an insurance prospectus. He said he thought it was wrong. So it will be seen that Sir Dyce Duckworth condemned Sir B. W. Richardson, Sir W. T. Stoker condemned Sir Dyce Duckworth, and both agreed in condemning Dr. Kingsbury. Having impartially considered the conflicting views as to medical etiquette with which the court was thus favored, the jury came to the conclusion that Dr. Kingsbury's professional character has been unjustly aspersed, and awarded him £150 damages.—*New York Medical Record.*

RATHER AMBIGUOUS.

Schlesinger & Mayer, of Chicago, advertise as follows: "Men's furnishings—Everything a gentleman requires—as soon as born in London and Paris."

NOTES.

D. T. Mallet, New York, will soon publish a journal devoted to department stores.

A BROOKLYN piano house advertises in its windows: "Come in and give yourself airs—on one of our Jacob pianos."

THE Cleveland (Ohio) *Leader* on July 22d published a centennial issue to commemorate the centenary of the city of Cleveland.

A NORTH Clark street confectioner, on a card in his window, offers: "Mr. Pepsin's Chewing Gum at 5 cents a package."—*Chicago Tribune*.

IN a recent address at Cornell University, Charles A. Dana said the actual capital employed in carrying on a metropolitan daily is not less than \$1,000,000.

THE W. L. Douglas Shoe Company, of Brockton, states that it intends to place its advertising direct with papers in future and that none of it is to be placed through agents.

THE following advertisement is said to have made its appearance lately in a Western paper: "Mr. and Mrs. Peter Travis take pleasure in announcing the divorce of their daughter, Philomena Amelia, from Mr. John Jones Robinson. Yankton, S. Dakota, April 10, 1896."

A CAMPAIGN novelty is in the shape of a network banner. On one side, the names of Republican candidates; on the other, names of Democratic candidates; on both, the name of the article to be advertised. From Rhode Island comes a gilt bug. Squeeze him, and he spreads his wings. On each wing is the likeness of a candidate.

THE Swedish Government has decided to grant about \$1,080 toward the expenses of two journalists who intend to perfect themselves in their profession by means of foreign travel. The question of granting free tickets to journalists on all State railways is also to be brought shortly to the attention of the Swedish Parliament.—*Newspaperdom*.

A CHICAGO clothing house recently advertised a "Clean Sweep Sale" in a novel way. In all the display windows were brooms of all sizes intermingled with the goods. Brooms were also projecting from the windows of the second, third and fourth stories, and the interior decorations upon the chandeliers and shelving were brooms and flags. Thus was the idea of a "clean sweep" made forcible.

MAX O'RELL ON ADVERTISING.

Sometimes it is a mistake to advertise a lecture too widely. You run the risk of getting the wrong people. A few years ago, in Dundee, a little corner gallery, placed at the end of the hall where I was to speak, was thrown open to the public at sixpence. I warned the manager that I was no attraction for the sixpenny public; but he insisted on having his own way. The hall was well filled, but not the little gallery, where I counted about a dozen people. Two of these, however, did not remain long, and, after the lecture, I was told they had gone to the box office and asked to have their money returned to them. "Why," they said, "it's a d— swindle; it's only a man talking." The man at the box office was a Scotchman and it will easily be understood that the two sixpences remained in the hands of the management.

THE South Boston (Mass.) *Inquirer* publishes a statement that its circulation is greater than the circulation of all other South Boston papers combined.

THE SANDWICH MAN.

"What is a sandwich man?" To this I reply as follows: It means one who walks the streets with a sign (or advertisement) hanging from his neck to his feet, both in front and rear. The sandwich man, having a right to the sidewalk, is not liable to arrest as an incumbrance, and his sign is so plainly written that he that runs may read. The sandwich man always moves slowly and with some dignity, as though self-conscious of the good advice contained in the legend which he bears, whether it be "Take Snookey's Omnipotent Pills," or "Drink Kidwilliger's Safety Drops for Nerve Trouble," or "Try Migg's Salve for Bicycle Injuries." Nevertheless the life of a sandwich is not considered enviable, and only one man of wealth was ever known to accept it. To explain, I refer to the fact that one of our rich "men about town" wagered another of the same class that he (the latter) dared not carry a sandwich sign up Twenty-third street to Broadway. The stake was \$300 and was promptly won, for the fellow immediately donned the sign and performed the walk, thus displaying a nerve worthy of a better service. In addition to his \$100 he has won a new place in club gossip, and his portrait will be in the papers as the first of the rich folks that became a "sandwich man."—*Exchange*.

THE CLIPPING INDUSTRY.

THE development of the clipping industry is illustrated in this advertisement of a New York bureau:

Authentic names of afflicted people, also persons entering business, parties erecting or about to erect brick residences, recent births, marriages or deaths, in towns where no newspaper is published. Items on any subject required or that may prove applicable to advertisers, manufacturers, supply houses, or specialists. General researchers for genealogists. Special items furnished on any topic. We have on hand (compiled during 1895 and 1896) clippings and written addresses as follows: 20,000 consumption, 20,000 catarrh, 8,000 asthma, 25,000 rheumatism, 5,000 rupture, 3,000 cancer, 3,000 nervous exhaustion, 1,000 fits, 2,000 dropsy, 800 loss of eye, 2,000 loss of limb, 3,000 mental derangement, 5,000 facial blemishes, 3,000 skin diseases, 2,000 paralysis, 20,000 bald heads, 18,000 mothers having nursing infants, 5,000 inebriates, 5,000 deaf, 2,000 blind, 8,000 music teachers, 5,000 newly-married couples in small towns, 2,000 morphine or opium users, 3,000 fat folks, 2,000 artists, 10,000 agents who have made inquiries for work during the past ninety days, also 50,000 additional clippings and names classified under as many different subjects."

A GOOD NAME IS WORTH MONEY.

A good name is worth money to any wide-awake man. He can transact business upon it, buy and sell upon it. A man with a good rating for his word and honesty by R. G. Dun & Co., or Bradstreet's Commercial Agency, can walk into the best establishment of Chicago or New York, be received into an office with velvet carpet on its floor, be bowed out with courtesy and asked to call again. A man who breaks his word and dishonors his credit for the sake of keeping a few dollars in his pocket may think he is playing a sharp trick, but men of sound business sense know how foolish and short-sighted he is.—*Money-Maker*.

Big words have little weight in advertising

I am ready to give to any advertiser exactly the service he ought to have at exactly the price he ought to pay. Write to me about it.

CHARLES AUSTIN BATES,

Plans, Advice,
Writing and
Illustrating
for Advertisers.

Vanderbilt Bldg.,
New York.

FREE!

Send us your name and address, and mention this paper, and we will mail you **FREE** a copy of "Selections from Good Advertising." All we ask is that you send us 10 cents to pay the cost of mailing.

"Selections from Good Advertising" is a well-printed book of about 100 pages. It contains 12 chapters taken from Charles Austin Bates' 700-page book, "Good Advertising," which sells for \$5, and is the most complete and valuable book ever published on the subject.

"Selections from Good Advertising," which we now offer **FREE**, is the **SAME** book we have advertised in this paper heretofore for 50 cents.

If your 10 cents gets here after all the books are gone, we will send your money back.

THE HOLMES PUBLISHING CO.,

15 and 17 Beekman Street, New York.

CHARLES H. FULLER'S VIEWS.

To the Editor of "Newspaperdom":

I was interested in your editorial of June 17th, on "Directory Ratings."

We would be very much pleased if it were possible for some person or firm to publish a newspaper directory that would be authentic, and can assure you it would be acceptable to advertisers and advertising agents alike. If all newspaper publishers were willing that the public should know their exact circulation, this matter would be an easy task. Again, a good many publishers do not realize the advantage of being correctly rated by the publishers of newspaper directories.

This agency does not attempt to publish a complete directory, but undertakes to make up a list of newspapers having a circulation of 5,000 copies and upwards. This would seem an easy task, but it is not, so we can appreciate the difficulties of the larger directory publishers who undertake to make a list of all the publications published in the United States. Our methods of securing this information are as follows: We send blanks, properly ruled for each daily, weekly, semi-monthly or monthly, giving the publisher an opportunity to make a plain statement, or if he prefers to make an affidavit, so much the better. We inclose with this a stamped envelope for reply, and in many instances we get prompt replies. In some cases, publishers go to the trouble of filling out the blanks in detail, as we request; others will simply give the totals, and it requires continual correspondence to get this information. After sending out the first requests, if we do not hear from them in a reasonable length of time, we send a second and a third blank, and in many instances we are not able to get any report from the publisher, and are obliged to either leave the circulation blank or estimate it; then, if we estimate the circulation too high, he finds no fault, but if it happens to be too low, there is trouble.

If publishers would co-operate a little more cheerfully with the agents, we think this difficulty would be overcome. We presume there are not, all told, over twelve newspaper directories published in the United States; if publishers would make their circulation reports on some uniform plan, and furnish each of the directories with a detailed statement, this difference in quotations would be obviated.

We hope you will continue your good offices to devise some method that will furnish the public with a correct report of newspaper circulations.

CHAS. H. FULLER,
President Fuller's Advertising Agency.

IN PHILADELPHIA.

PHILADELPHIA, Pa., July 25, 1896.

Editor of PRINTERS' INK:

Something out of the ordinary in the way of seaside resort publicity is being perpetrated by Cape May, the mayor and other officials of that city having voted to pay for the advertising out of the city funds. The advertising consists of small one-inch notices distributed promiscuously over the pages of the daily newspapers each day. The following are a few examples:

"Tired people find rest and pleasure at Cape May."

"Summer heat has no terrors to those who spend vacation time at Cape May."

"Escape city heat by going to Cape May."

H. P. BROWN.

GUN advertisements ought to be pointed, and they will "go off" all right.

FROM INDIANAPOLIS.

INDIANAPOLIS, July 24, 1896.

Editor of PRINTERS' INK:

The When Clothing Co. are holding a voting contest "for your favorite boy," the prize being a White Shetland Pony, which at present is stabled in a window of the store; a vote with every \$1 purchase. In addition, they have daily bulletins of United Press and base ball reports in full. On Saturday evenings the When Band gives open-air concerts on the balcony of the When Building. Yesterday they instituted a closing out straw hat sale; the hats were piled in a mass in the window, and the price was announced thus: "16c. to 1" on a large placard. Shaw & Vinton have in a display of men's socks a card with this wording: "These socks will fit any thing from a bunion to a slim purse." George J. Marrott, the shoe man of the town, is holding a basket sale of shoes. He has arranged the baskets in groups in front of the store, filled with shoes of all varieties, ranging in prices from 19c. to \$4.99; each basket contains shoes as per the price shown by large placard. This sale is a winner, as is evidenced by the large crowds which continually throng in front of the store. Krietein, general store, goes Marrott one better by selling barrels of shoes on the same principle as the basket sale, but of inferior goods. The Globe, clothing, have a very attractive display of pants, all kinds and styles; also a good display of hats. Here are some of the words used in the pants display: "Airy goods, airy prices," "Get next to a pair of these," "It makes the sun hot to see it cannot fade these pants." This firm gives the weather reports in full of the U. S. daily, being the only place in the town where the full reports are given outside of the W. B. Stat'on.

A. D. McKINNEY.

CRITICISES THE POPE MANUFACTURING CO.

HARRISON, N. J., July 24, 1896.

Editor of PRINTERS' INK:

I wrote an ad for the Pope Manufacturing Co.'s ad contest announced in PRINTERS' INK. Replying to my letter of inquiry a month after sending ad, an answer was received stating who won the bicycle. The letter also contained the following: "Your contribution of one ad has been considered of some value to us though not entitled to the prize, and we therefore offer to allow you \$25 for it in part payment for an 1896 Columbia bicycle, model 40 or 41, for your own use. If you will send us \$75 and your permission to use your contribution to contest at our pleasure, we will send you your choice of above named models. This offer will remain open until August 20th. Yours truly,

POPE MANUFACTURING Co."

I didn't remember reading anything about an ad being considered part payment on a bicycle if the ad was of some value. I did remember reading something about five dollars and up for ads of value. I answered that I was not ready to spend seventy-five dollars at the present time, and, if it was of some value would they kindly place a cash value upon the ad as per agreement in PRINTERS' INK. The cash value placed read as follows: "Replying to your favor of the 20th inst., we regret that you cannot accept our proposition and return herewith your advertisement. Yours truly,

POPE MANUFACTURING Co."

If an ad and seventy-five dollars is worth a one hundred dollar bicycle what is the cash value of the ad?

T. AJAX MORROW.

TO BE REGRETTED.

SHERIFF'S OFFICE,
Parish of St. Landry.
H. H. DESHOTELS, Sheriff.
STEPHEN F. READ, Office Deputy.
OPELOUSAS, La., July 22, 1896.

Editor of PRINTERS' INK:

Inclosed I send you a specimen of anti-climax poetry for advertising purposes. I can get up this or any other style of poem containing advertisement of any particular article. Can you use this style of literature

FACING DEATH.

Both dark and gloomy were the world;
And all did seem a mighty whirl
Of hideous chaos, deep and vast,
From which there seemed no way to pass.
Their heads aloft, great monsters rose,
And fiery streaks shot from their nose;
And how I trembled with deep fear,
As smoky flames rolled round me near,
And all the world drew shrinking by—
I fell into Eternity,
I would have gone to judgment high,
But—Ripans Tabules were near by.

STEPHEN F. READ,
Opelousas, La.

in your dealings with advertising people? I should be glad to pay you a liberal commission on whatever you handled for me. Kindly let me hear from you at your earliest convenience. Very truly yours,

STEPHEN F. READ.

IN MECHANICSBURG, PA.

MECHANICSBURG, Pa., July 24, 1896.

Editor of PRINTERS' INK:

F. Brunhouse, Jr., a druggist, has one of his windows entirely filled with sponges. In the front of the window is a figure of a man, constructed entirely of sponges of different sizes. On the 4th inst., when Mechanicsburg had a celebration which brought many visitors from the surrounding towns and country, this druggist had a window filled with a collection of badges, patriotic and otherwise, the property of W. S. Balso. In a prominent position was a card reading, "Beats the badges—our soda water." He also had on the streets all day, a clown, mounted on a pair of enormous stilts, well above the crowd, and bearing on his back a board setting forth the good qualities of "Brunhouse's Soda." Dr. R. P. Long, another druggist, has the floor of one of his windows almost covered with sticky fly paper, and the paper is almost covered with dead flies. This condition of things, which gives the window a decidedly unattractive appearance, is turned to advertising purposes by this card, "This is one of our best catches, all because we sell the best fly paper in town." Mechanicsburg merchants have only recently waked up to the necessity of paying any attention to window advertising other than a simple display of goods, but the advertising instinct seems to be slowly developing itself.

LOOKER-ON.

BOSTON BEACONS.

Boston, July 27, 1896.

Editor of PRINTERS' INK:

A clothing firm, under a cut of the eminent Chinese statesman who is on his way to visit this country, admonishes him that if he has really lost his yellow jacket he can get a good crash suit for only \$5 at the Oak Hall.

GERALD DEAN.

VARIATIONS ON "BUILT LIKE A WATCH."

Office of
STERLING CYCLE WORKS,
Makers of "Sterling" Bicycles.
CHICAGO, July 22, 1896.

Editor of PRINTERS' INK:

I have noticed at different times several amusing variations of the phrase, "Built like a watch," as constructed by other bicycle manufacturers. At a recent cycle show the letters of the phrase were composed of numerous incandescent lights and displayed above the Sterling exhibit. An enterprising firm occupying the next booth came out the following evening with a glowing sign, "Built like a bicycle," and they used this catch-phrase in their advertising for some time, until they came to a realization that it was advertising the Sterling more than the machine of their own production. A few other variations which come to mind just now are the following, "Built like a Pullman," "Made like a — watch, we make them both," and the last and most ridiculous of all, "Built like a safe." Imagine a bicycle to be built like a safe.

Yours very truly, J. H. HOWARD,
Adv. Mgr.

LOCAL ADVERTISERS BENEFITED.

Office of
"OLYPHANT GAZETTE."
Issued every Wednesday and Saturday.
OLYPHANT, Pa., July 22, 1896.

Editor of PRINTERS' INK:

The first of the year we obtained five subscribers for the "Little Schoolmaster," and he has done his work so well that we cannot help but tell you of its worth to us. From one subscriber we have a yearly contract for a quarter-page, who seldom did any newspaper advertising; from another (who owns the building our competitor rents from) a quarter-page for nearly five months past, and sometimes more space is used. With two others it has helped us. To all publishers of local newspapers who wish to increase their advertising we can heartily recommend the practice of educating possible customers by inducing them to read PRINTERS' INK. Continued success to PRINTERS' INK is our earnest wish. We beg to remain yours truly,

JONES BROS.,
Per Will W. Jones.

COVERS THE WORLD!

Office of
THE DR. MILES MEDICAL COMPANY.
ELKHART, Ind., July 23, 1896.

Editor of PRINTERS' INK:

The inclosed letter is quite interesting, especially the last few sentences. You may use it if you think it available.

Yours very truly, WM. C. JOHNSON,
Adv. Mgr. of The Dr. Miles Medical Co.

Office of
"RAINY LAKE JOURNAL."
RAINY LAKE CITY, Minn., July 3, 1896.
The Dr. Miles Medical Co., Elkhart, Ind.:

GENTLEMEN—My rates, special position, are \$1 per inch per month; 6 inches, 1 year, \$72; 25 per cent off commission, \$54. Circulation 432 now and growing, as it is only paper in new gold fields, and circulates all over U. S. and Canada and foreign countries.

Very truly, FRED J. BOWMAN.

A DEAD ad tells no tales.

AN UNDERTAKER'S AD.

Office of
OMAHA GUARDS WHEEL CLUB.
OMAHA, Neb., July 24, 1896.
Editor of PRINTERS' INK:

So much has been said and written about undertakers' advertisements that I inclose you



Slate Burial Vaults

commend themselves to every person who cares for their dead. They are imperishable, impervious to dampness, proof against rodents and reptiles; have three times the strength of marble or any other stone; reasonable in price, and can be put in place by an ordinary workman. Can be seen by calling at Charlton Cemetery. Full assortment on hand. Persons wanting slate Vaults will call on **DB. J. E. STANTON.**

11-25-17

the above clipping thinking, perhaps, it may interest you. Yours truly,

G. HARLEY CONANT.

CLERKS.

There are two kinds of clerks. One is in the business simply to get what little money he can. He takes no particular interest in it, never thinks of planning in his employer's interest, waits on customers as they come in, attends to his duties fairly well, but more like an automaton than a clerk presumably with ambition. Such a clerk will never be worth more than the minimum salary, because third-rate clerks, such as he is, are a drug on the market. The other species of clerk may be no more active in his attendance upon customers, but he lays plans to become more useful. If he sees where an improvement can be made, he makes it. In all his dealings with customers, he endeavors to make a good impression upon them, so that they will prefer to be waited upon by him. He endeavors to give them just a little better service than the general run of clerks. This is the first step. When customers walk by several other clerks and seek out one particular one, that one has started on the high-road to success.—*Grocery World.*

IN LONDON.

The following advertisement appeared in the *London Truth*:

"Wanted by a dowager too aged to ride a cycle (84), an experienced lady cyclist accustomed to the very best society. Must be able to ride twenty miles an hour, so as to keep in sight youngest daughter, who is agile and injudicious. Apply to A. B. C., 6a Belgrave square."

In another advertisement in the same paper a chaperone wants a position, and says of herself:

"A lady, highly connected, is prepared to chaperone (on a cycle) the ambitious daughters of a millionaire. Is an expert in all paces (cycling). Can be trusted to keep alongside of the swiftest detrimental, and to lag discreetly in the rear of an eligible younger son."

SPEDSMEN'S ads ought to take root in a fertile field.

"WAR-TIME JOURNALISM."

In an article on "War-Time Journalism" in the *Chicago Journal*, Wallace Putnam Reed says fifty cents a copy for a newspaper did not profit its owners at a time when Confederate money was almost worthless and advertising did not yield much. Material and labor cost a great deal, and each office had numerous editors and compositors whose services were not really needed. Some of these journalists never wrote a line and were not expected to do anything. They were men of some means or influence who connected themselves with newspapers in order to evade the conscript law which exempted newspaper proprietors and their employees. Once when the printers on the *Atlanta Commonwealth* struck for higher wages there was some trouble and considerable fun. The business manager at once discharged the printers and notified the conscript officer, who immediately ordered them to the camp of instruction. The printers were not slow to retaliate. They made a point that the proprietors, business manager and editors of the paper were idle in consequence of the strike and were therefore not exempt from military duty. The authorities held a similar view and the result was a fresh batch of conscripts. This did not suit either side, and a compromise was affected. The editors and printers resumed work and the army lost more than a score of able-bodied men.

THREE REQUISITES FOR JOURNALISM.

L. J. Vance, writing in the July number of the *Bachelor of Arts*, takes a very different view of the American newspapers than the latter have been treated to for some time. According to his opinion, papers were "never so keen, bright, trenchant, lively, enterprising, fearless and honest as the American newspapers are to-day." Mr. Vance further states that the number of college graduates who adopt and follow the calling of journalism is increasing rapidly year by year. In dealing with the profession of journalism, Mr. Vance lays down three requisites: First, love for and devotion to newspaper work; second, "a nose for news," a sort of sixth sense, which will scent a story where another detects nothing; and third, the gift of writing readily, of thinking quickly and acting promptly. These qualities are required by the change which has come over the spirit of newspapers in the last generation. The aim of "the new journalism," as Mr. Vance calls it, is to surprise, amuse and startle readers.

GOOD FITS.

"Storekeepers' signs have always been an interesting study to me," said Rev. F. H. Smythe, a visiting clergyman from Illinois, who was a guest of Vice President Stevenson, in Washington recently, "but I do not think I ever enjoyed them so much as I have here. The first one that struck my eye was that of Rich & Co., bankers. What a wonderfully happy combination of name and business! I saw the sign of Mr. Hackney, a livery-stable keeper, and there was plenty of evidence gathered about the place to show that he was in the hackney carriage business. I ran across Mr. Garden, who of course is in the flower business. What else could he be in with such an appropriate name? The following day I had the pleasure of seeing the sign of Mr. Plugge, a tobacco dealer, and on that evening the sign of Dr. Songster, who is a voice and throat doctor. The entire combination surpasses anything in that line I had ever seen, read or heard of."

A NEWSPAPER COLLECTION.

A London newsdealer, who sells old newspapers, has been telling a writer for *Tit-Bits* some interesting facts. Among other things he says:

"Some fourteen or fifteen years ago I was continually asked for back numbers of newspapers, and I found that many of the leading papers would not be bothered to stock more old copies than they wanted for their own use. It was suggested to me that I might make it a profitable business if I kept a file of the principal papers. I acted on the suggestion, and have had no cause to regret it. I pay £10 a year rent for a concrete-floored cellar, which I use as store-room.

"What do I charge for an old paper? Well, it varies according to circumstances, though with professional people, unless the paper is very scarce, I generally have a stated charge of a shilling for the paper and one for every year of the paper's age. When private people want back numbers, I invariably leave it to them to say what the paper is worth. Sometimes I get as much as a £5 note, but most times it runs between half a sovereign and a sovereign.

"The most I ever received for a single newspaper was £30 for an old *Standard*. It verified the existence of a male child, whose birth had never been registered. It took an assistant and myself over a week to find, though, and I had to send a special messenger to Newcastle for it, as I could not get the paper in London.

"How did I know I could get the paper in Newcastle? You see, a number of gentlemen file their papers, and since I have been in this business several of such people have put themselves in communication with me and offered the use of their file if at any time I was in want of a particular paper which they happened to have. Last year I had a little windfall from a gentleman, a retired county court judge, who had on various occasions placed back numbers at my disposal. Under his will I became the possessor of a thirty years' file of the *Times*.

"I am often applied to by people in the colonies for back numbers; indeed, the meanest customer I ever had hailed from Australia. I received a letter from an Australian solicitor asking me if I could supply a weekly paper containing a certain advertisement that had appeared for some time within the past four years. From the description given, my assistant, who had a nose for finding an 'ad' that's wanted, soon found the paper. Seeing that the advertisement informed a certain individual that £12,000 was lying to his credit at the chancery paymaster's I left the price to be paid for the paper to the solicitor's client's generosity. About three months after this, a gentleman walked into the shop and informed me that he was the person referred to in the paper, and that he had come to England and proved his title to the money. After I had congratulated him on his good fortune, he put his hand in his pocket, and said that, as I had been an important factor in his getting the money he could not pay me less than six times the value of the paper, saying which he threw sixpence down on the counter and walked out of the shop. I was nonplussed, and the man was out of sight before I could recover myself.

"Quite a different case was one where I received the exchange-value of 200 rupees from an Indian rajah, for a paper containing an announcement of the death and burial of his son, a law-student, who met with a fatal accident.

"A money-lender came in one morning in

an excited state, with a current daily paper in his hand, and asked to see the same paper on a date six months previously. He showed me in the two papers obituary notices concerning the same lady. The first was a bogus one and had been inserted by a nephew of the deceased lady, who was entitled to a legacy under her husband's will; but the legacy was not to take effect until after the lady's death. By means of the obituary notice and a copy of the uncle's will, the young man had raised a goodish sum from the money-lender. He, in his turn, had sent a notice of the charge on the legacy to the firm of solicitors who, the nephew said, were acting for his uncle's executors. It turned out that there was no such firm. The nephew had taken an office for a week at the address, and given the name of a solicitor whose name appeared in the law-list in order to answer satisfactorily the money-lender's inquiries.

"The best year I ever had was that during the Parrell commission. Both sides came to me for back numbers of the *Times*. I used to charge 5s. for the loan of a copy for the evening. I could not sell them, as it frequently happened that I only had one copy of a paper, and a dozen different people would want to make extracts from it. It was amusing. One night I would lend the paper to a partisan of one side, and the next evening some one from the other side would borrow it."

STICK TO THE OLD CUSTOMERS.

"A bird in the hand is worth two in the bush," any day. Hang to your old customers. When one of them gets in a huff and thinks he is an injured party, look into the matter and see where the trouble lies. Don't let him get out to air his opinions among his friends, until you have tried to bring him back into the fold. Usually incidents of this sort are based on grounds that are too frivolous for a quarrel, and certainly not sufficient for a retailer to lose trade over. If you are at fault, make amends. If the customer is the guilty party, meet him half way. Independence is a valuable quality, but pigheadedness is enough to ruin any business. Independence does not prohibit a man from getting at the truth and illustrating it, by any means. Every old customer who transfers his patronage elsewhere must be replaced by a new one, and it is easier to hold the old one, if the proper means are employed at the right time.—*Exchange*.

TO ILLUSTRATE the difference in directories I know of one Philadelphia magazine that is rated in the different advertising directories as follows:

N. W. Ayer & Son.....	24,400
Pettingill.....	24,000
Lord & Thomas.....	24,950
Lyman D. Morse.....	22,300
American Newspaper Directory, exceeding.....	4,000

Now, I know, as a matter of fact, that the total edition of this magazine is considerable inside 10,000 copies a month. It could not secure an inflated rating in the American Newspaper Directory without making a detailed statement over the signature of the business manager or proprietor. In this case the reports from the publishers of this magazine must have been so "shady" because they are credited with a circulation exceeding 4,000. This is the only directory that makes any really intelligent, honest effort to get at the exact circulation of newspapers.—*R. W. Palmer, 418-420 Library St. Philadelphia.*

DEATH NOTICES.

The manager of a Detroit daily paper once received the following letter:

"DEAR SIR—I notice that your paper does not contain many death notices. I like to read death notices, and if you cannot publish more of them I will have to stop taking your paper. Yours truly,

He replied at once:

"DEAR MADAM—In reply to your letter, I desire to state that as we publish the notices of all deaths that occur, you should not hold this paper responsible for the insufficient number. We desire, however, to please our customers, and will therefore mention your request to some of our doctors, who clearly have this matter within their control, and see if we cannot publish a column at least of these notices in each issue hereafter. Yours respectfully, etc."—*Newspaperdom.*

FALSE ECONOMY.

In many forms of advertising one notices how good ideas are sometimes spoiled by parsimony. A booklet is got out in a cheap style, and is simply thrown away as soon as, or even before, it is looked it, whereas just a little more expense would have made it one hundred per cent more attractive, and, consequently, more useful. Space is taken in a newspaper whose chief recommendation is the cheapness of price rather than its circulation or result-producing power. Fifty dollars is spent with comparatively little effect, where a hundred would have come back with interest, and so on through all the details of advertising.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

SPOKESMAN-REVIEW.
Spokane, Wash.
HALF-TONES. 1 col., \$1, 2 col., \$2. **BUCHER ENGRAVING CO.,** Columbus, O.
H. D. LA COSTE, special newspaper representative, 38 Park Row New York. Dailies only.
PAPERS that lead in their locality represented by **H. D. LA COSTE,** 38 Park Row, New York.
THE VINDICATOR, Youngstown, Ohio. \$400 d., 6,000 w. Wants first-class advertisements only.

MAIL order business. Suits every one. Samples, etc., 12c. **NAT'L INST.,** P. I. 896, Chicago.

PRACTICAL printer wants permanent position. Refs. State wages. **D. CLARK,** Coatesville, Pa.

WANTED from monthly papers, price for filling 300 subs'ns. **W. S. RICE,** Smithville, N. Y.

DAYTON (Ohio) MORNING TIMES and **EVENING NEWS,** 14,000 daily, create a "want" for properly advertised goods.

ADVERTISING position wanted by young man, competent and successful; moderate salary. **G. F. SNYDER,** Jackson, Mich.

LEWIS GARRISON wants proof sheets and prices of original and stock cuts, advertising novelties, lithographs, etc. **Johannesburg, S. Africa.**

PUBLISHERS will be pleased with our prices on cuts for special editions. Write for samples and prices. **CHICAGO PHOTO ENGRAVING CO.,** 79-81 Fifth Ave., Chicago.

A BARGAIN in brains: \$30 weekly. A well-known writer on advertising, man of experience and new ideas, wants position in N. Y. City. Address "UNIQUE," care Printers' Ink.

WANTED—Experienced advertising solicitor for new monthly publication of general circulation. Salary and commission. For particulars address "SOUTH," care Printers' Ink.

AN experienced newspaper man, now business manager of an Eastern paper, wants position, after September 1st, as business manager or editor. Address "JOURNALIST," Printers' Ink.

WANTED—Young man capable of taking charge of editorial and local work on suburban paper; one with knowledge of type-handling preferred. **CHRONICLE,** Southport, Conn.

AD manager or ad amanuensis—which! If former and you will pay publisher \$60 per week at the start, "Knows How" is your man; if latter, he would not consider it. He knows what to do, how to do and when to do. Address "KNOWS HOW," Printers' Ink.

ADVERTISING manager of marked ability wanted for one of the leading trade publications (dental), having a large circulation. Must be a man of experience, who can develop a responsive field. Confidential propositions invited from good men on salary and commission basis. State experience, salary, references and particulars. "ADVERTISER," P. O. Box 1161, N. Y.

WE desire to secure the services of a first-class New York representative and also a traveling representative. To the right men we will pay \$2,500 (and commission) a year. The **GOLFER** is a high-class medium, catering to the best class and sells good goods of all kinds. First-class men can do good business with the **GOLFER**, as it has the indorsement of all its advertisers. All communications confidential. Address **THE GOLFER,** Boston.

ADDRESSES FOR SALE.

50,000 LADIES' addresses for sale or exchange for space. Lock Box F, Galena, Kan.

POSTAL CARDS.

WANTED—Printed, but not used, postal cards. Send sample, state quantity. **V. I. AARON,** 358 Dearborn St., Chicago.

PRESS CLIPPINGS.

MANHATTAN PRESS CLIPPING BUREAU, No. 2 West 14th St., N. Y. Press clippings for trade journals; all subjects; best facilities.

ADVERTISING AGENCIES.

If you wish to advertise anything anywhere at any time, write to the **GEO. P. ROWELL ADVERTISING CO.,** 10 Spruce St., New York.

BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address **PRINTERS' INK,** 10 Spruce St., New York.

PRINTERS.

THE LOTUS PRESS (artistic printers), 140 W. 23d St., New York City. (See ad under "Advertisement Constructors.")

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. **PRINTERS' INK PRESS,** 10 Spruce St., New York.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

WATERPROOF adv'g cards for outdoor adv'g. Suitable for advertising any business. Agents wanted. Printing and embossing for business men. **CUNNINGHAM & CO.,** Williamsport, Pa.

HAMERSCHLAG'S Cathoscope. An X-ray exhibit is a drawing card for any business. Mr. Gilliam used this method with success in New York City. We can furnish practical machines for first-class exhibits at moderate cost. For full particulars address **CATHOSCOPE ELECTRIC CO.,** 26 Liberty St., New York.

ELECTROTYPES.

WE make the best interchangeable plate and base on the market. Also the lightest all metal back electro. THE E. B. SHELDON CO., New Haven, Conn.

CUTS—wood, zinc or half-tone. Every process for every purpose. Perfect plates at plain prices. CHICAGO PHOTO ENGRAVING CO., 79-81 Fifth Ave., Chicago.

ADDRESSES AND ADDRESSING.

1,000 NAMES cash buyers and agents, received in July, '96, for sale; \$1.50 cash. G. F. SMITH MFG. CO., Woodsboro, Maryland.

NEWSDEALERS and stationers in the U. S., just compiled; also other up-to-date lists of tradesmen and professions. Send for circular. TRADE ADDRESSING CO., 115 W. 31st St., N. Y. City.

10,000 SELECT addresses of cash purchasers sent sealed at \$2 per thousand, or the lot for \$15. A bargain. First come, first served. 1,000 Western, 9,000 Eastern addresses. I. A. HERICK, Farmington, Minn.

SUPPLIES.

VAN DIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

HALF cent an inch for recasting chalk plates. HIRD MFG. CO., Cleveland, Ohio.

TYPE—The leaders of type fashions. AM. TYPE FOUNDRY CO. Branches in 18 cities.

PICTURES for all purposes. Cuts of all kinds. CHICAGO PHOTO ENGRAVING CO., 79-81 Fifth Ave., Chicago.

STEREOTYPE, linotype and electrotype metals; copper anodes; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

FOR SALE.

SI BUYS 4 lines, 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

FOR SALE—A monthly paper in good shape to push. "POINTS," Smithville, N. Y.

CYLINDER PRESSES—Cranston, 32x48, \$555; Campbell, 32x48, \$444; 12x18 Gordon, \$111; steam fixtures. OLD HOMESTEAD, Cleveland, O.

A FIRST-CLASS rubber stamp of your signature sent postpaid for 50 cents. Send plain copy. THE BRUSH RUBBER STAMP CO., Dayton, Ohio.

FOR SALE—Controlling interest in a publishing and syndicate business. Incorporated company widely and favorably known. A great chance if you speak quick. Address "SPECIALTY," care Printers' Ink.

FOR SALE, Bargains. Routing machine, saw and trimmer, wood engraving machine, Washington hand press, army press, camera box, etc., etc.; in first-class shape. D. C. BITTER, 67 Washington St., Chicago.

FOR SALE—Good opportunity to secure a proprietary medical article, of sterling merit and of reputation, either by purchase outright, or on royalty, or half profits for advertising name. P. O. Box 396, New York.

FOR SALE—Ladies' names from all parts of the country received with cash orders by a mail-order house within six months. Original letters. Extremely low price if sold quick. Address "GILT-EDGED," Printers' Ink.

PRINTING PLANTS—Everything for the printer; best in quality, best in value. Why buy the second best when the best costs no more? AMERICAN TYPE FOUNDRY CO., Boston, N. Y., Phila., Balt., Pitts., Cleveland, Cin., Chicago, Mil., St. Louis, Minn., Kansas City, Omaha, Denver, Portland, Ore., Frisco. Buy everything in one place, and save money and trouble.

SPECIAL WRITING.

\$3 A WEEK; original editorials for weeklies full complement. "PITT," Printers' Ink.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 108 Spruce St., New York. Service good and prompt.

BEAUTIFUL illustrations and initials, 5c. sq. inch. Handsome catalogue 10c. AMERICAN ILLUSTRATING CO., Newark, N. J.

HOW to Engrave—Do you want to learn the art of half-tone and zinc etching? Address, for terms, D. C. BITTER, 67 Washington St., Chicago.

MAKE your own advertising, illustrating, embossing plates. Engraved in one minute. No etching. Particulars for stamp. HENRY KAHRS, 240 East 33d St., New York.

ILLUSTRATED ads—attract attention—bring buyers. Our cuts are catchy. Our prices plain. Write right now for samples and prices. CHICAGO PHOTO ENGRAVING CO., 79-81 Fifth Ave., Chicago.

ADVERTISING MEDIA.

40 WORDS, 5 times, 35 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

YOUNGSTOWN (O.) VINDICATOR, 8,400 d., 6,000 w. H. D. LACOSTE, 38 Park Row, N. Y., Rep.

DETROIT COURIER. Circ'n around Detroit greater than any other weekly. The society and home paper.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

ADVERTISERS' GUIDE, Newmarket, N. J., 5c. line. Sub., year, 35c.; 6 mos., 15c.; 3 mos., 10c.; sample, 5c.; none free.

LEADING newspapers in Southwestern Ohio (outside Cincinnati). DAYTON MORNING TIMES and EVENING NEWS, 14,000 daily.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$20 a year. Leading advertising medium in its territory.

BILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada monthly. Sub'n \$1 per yr. 25c. line. Cincinnati, O.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 573, New York.

GOOD HOUSEKEEPING.

Springfield, Mass.,

gives first-class service and appeals to the very best class of American housekeepers, who are really the buying class, and hence the most profitable ones to appeal to.

Woman, as a rule, guides the family expenditure, and makes most of the purchases for all the good things of the home.

Hence the well-known and generally accepted axiom that "woman's good taste and judgment unlock the pocket book." One of the best mediums to reach over 51,000 families is GOOD HOUSEKEEPING.

Published monthly by Clark W. Bryan Co.

Address all communications about advertising to H. P. HUBBARD, 38 TIMES Bldg., N. Y.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

ADVERTISEMENT CONSTRUCTORS.

PILOT ADVERTISING CO., Newark, N. Y.

JOHN CUTLER Writer of Advertising, Newton, Mass.

GILLAM & SHAUGHNESSY, Advertising Bureau, 13 Astor Place, New York. Write.

RETAIL grocers and druggists: Got what you want. Write me. **JED SCARBORO**, B'klyn.

THE only writer of exclusively medical and drug advertising. Advice or samples free. **ULYSSES G. MANNING**, South Bend, Ind.

THREE retail advertisements, with cuts, \$1; 8-page booklet, 7 cuts, \$3. First order only. **FRANK B. FANNING**, 308-9 Boston Bldg., Minneapolis.

QUARTER-PAGE magazine ads \$10 each, with electro and illustration complete. **R. L. CURRAN**.

A D writing, any kind, any form—on time. **EUGENE A. BAKER**, 100 Broadway, N. Y.

\$5 is my charge for writing and arranging, ready for printer, an 8-page booklet; this includes illustration for cover. **R. L. CURRAN**, 150 Nassau St., New York.

THREE ads one dollar, each with an electro of an outline drawing, for any drug store or clothing firm up to Sept. 10. Cash with order. **R. L. CURRAN**, 150 Nassau St., New York.

THREE trial ads for any medical advertiser for whom I have never done work, \$2, cash with order. My best line of work. One illustrated ad included. **R. L. CURRAN**, 150 Nassau St., New York.

ALL the borders and type used in **PRINTERS' INK** are at the disposal of people who have their advertisements put in type by me. **WM. JOHNSTON**, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

I WOULD like to hear from business firms, any class, who would be willing to pay me \$15 to \$25 per month to plan and write their advertising, and make it pay them. **CHAS. A. WOOLFOLK**, 446 W. Main St., Louisville, Ky.

USED by Gillam. Cushing for detail in ads, unequalled. Made only by **AM. TYPE FOUNDRY'S CO.** Send for specimens to nearest branch, 7 pt. De Vinne (new), with 7-pt. French O. S. No. 2, is effective. We cater to requirements of ad writers.

SEND a dollar bill for four sample advertisements, written especially for your business. If you want illustrations to go with them, send a two-dollar bill. To regular customers the price is \$1 and \$1.50 each, but in order to secure new customers I make this special offer. Advertisements of all kinds, booklets, circulars, etc., at reasonable rates. **H. L. GOODWIN**, Phillips, Me.

A N advertisement can be spoiled or improved according to the setting. We can improve the general effect of most every advertisement sent us. A judicious use of plain type and neat borders and a little taste displayed in its arrangement will increase the drawing power of any advertisement. Send your copy to us and we will set it up in an attractive style and furnish electrotypes at a reasonable cost. **PRINTERS' INK PRESS**, 10 Spruce St., New York.

N O B O D Y else does the kind of printing that we do. Nobody puts the same thought and earnest effort into it. Nobody else has the same equipment or the same ideas. So other printers that we know of have ever gone clear down to the bedrock principles in order to produce artistic printing. We have made a little book for ourselves, which tells something about our ideas and methods. Any business man who is interested in good printing may have one. **THE LOTUS PRESS**, 140 W. 23d St., N. Y. City.

MAILING MACHINES.

T I M E - S A V I N G mail list type, has typewriter face, large and lean; is self-spacing; cheapest 10-pt. mail type made. Also acme mailer, \$15 net, equal to \$30 mailers. **AM. TYPE FOUNDRY'S CO.** See list of branches under "For Sale" heading.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 20 cents a line, for each insertion. One line inserted one year, \$1 week, for \$2, 5 months for \$12, 3 months for \$6.50, or 4 weeks for \$2. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

ADVERTISING.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Advertising rates on application. **BRAINS PUBLISHING CO.**, Box 572, New York.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O. **PACIFIC RURAL PRESS**, San Francisco, Cal. **FARMER'S HOME JOURNAL**, Louisville, Ky., goes weekly to 13,600 of the wealthiest farmers of Kentucky and Tennessee.

BOOTS AND SHOES.

"BOOTS AND SHOES" WEEKLY, N. Y. City.

CARRIAGES AND WAGONS.

THE HUB, 247 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world.

THE HUB NEWS, 247 Broadway, N. Y. The only weekly paper published in the interests of vehicle mfrs. and dealers.

DANCING.

THE BALL ROOM, Kansas City. Semi-monthly.

EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1886, sworn circulation 6,092 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

HARDWARE AND HOUSE FURNISHING.

HARDWARE DEALERS' MAGAZINE. Largest circulation in its field. **D. T. Mallett**, Pub., 371 Broadway, N. Y.

HOUSEHOLD.

DETROIT COURIER. Circ'n around Detroit greater than any other weekly. The family paper of the country.

MEDICINE.

LEONARD'S ILLUSTRATED MEDICAL JOURNAL, Detroit, Mich., has 10,000 each issue; proved.

MOTOCYCLE.

MOTOCYCLE, 1656 Monadnock Block, Chicago.

PAINTING.

PAINTING & DECORATING, 247 Broadway, N. Y. The finest and most complete paper published for the trade—one issue worth more than a price of a year's subscription.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

THE
CINCINNATI
POST.

160,000

Daily
Circulation.

THE
CLEVELAND
PRESS.

80,000

Daily
Circulation.

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. PERRY
REPRESENTATIVE,
Building, New York City.

THE
ST. LOUIS
CHRONICLE.

100,000

Daily
Circulation.

THE
KENTUCKY
POST.

16,000

Daily
Circulation.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

137 Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

138 For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

139 Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$20, or a larger number at same rate.

140 Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

141 If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, AUGUST 5, 1896.

ADVERTISING free from technicalities is the most effective.

THE first newspaper west of the Allegheny mountains was the *Pittsburg Gazette*, founded in 1739. It is now issued as the *Commercial Gazette*.

THE newspaper of small issue must depend for profits upon the patronage of local patrons, and the less foreign advertising such a paper carries the greater will be its value for home customers.

THE average circulation of American newspapers, taking one with another, exceeds 2,000 copies, but there are over 17,000 which have regular issues of less than 1,000 copies, and of these nearly 13,000 have a regular output of less than 500 copies.

THE Grand Army of the Republic has 14 representative newspapers, with a combined circulation of 126,425 copies each issue. But of this entire amount the *National Tribune*, of Washington, is given 100,465 copies each issue, and these figures are guaranteed. The Sons of Veterans are represented by two papers, and the Women's Relief Corps also has two.

THE Ancient Order of United Workmen is a benevolent association with a membership of 350,000. It claims to be the oldest and strongest society of its class, and is represented by 29 newspapers, having a combined circulation of 176,000 copies each issue—an unusually large average. The *Kansas Workman*, Minneapolis, Kan., leads with a guaranteed issue of 31,150 copies, and the *Orillia (Ont.) Workman* follows close with an issue of 30,400.

No newspaper with less than a thousand circulation can afford to do advertising for a general advertiser at a price the advertiser can afford to pay.

RAILROAD employees have twelve class journals, with a combined estimated circulation of 100,000 copies each issue. Only one paper in this entire class—the *Railroad Employee*, of Newark, N. J., furnished exact circulation figures. It prints not less than 500 copies each issue.

THE general advertiser cannot afford, as a rule, to advertise in newspapers having regular issues of less than a thousand copies. If the paper will do the work for nothing, it will still cost too high a price on account of the time required for watching the insertions and keeping the account.

NEWSPAPERS devoted especially to "sports, athletics, cycling, golfing and roadmaking" are all classed together in the American Newspaper Directory. There are 124 of them, and they have a combined circulation of about half a million copies each issue. Thirty-seven of these papers are devoted to "cycling" alone, and this is the largest number in any of the subdivisions. There are 23 devoted to horses and the turf.

THE total circulation of the 1,950 newspapers in New York State and city is shown by the American Newspaper Directory to be 10,260,679 copies each issue, or an average for all the 1,950 papers each issue of 5,261 copies. Taking this as the average for each and every class, the total yearly output is found to be as follows:

183 dailies.....	300,182,056
3 tri-weeklies.....	2,462,148
46 semi-weeklies.....	25,168,624
1,080 weeklies.....	305,457,760
13 bi-weeklies.....	1,778,218
39 semi-monthlies.....	4,974,206
530 monthlies.....	87,459,960
15 bi-monthlies.....	473,490
41 quarterlies.....	862,804

1,950 728,769,356

The population of New York is six million people—twelve hundred thousand families. These figures allow them a little more than six hundred papers per year to each family.

THE high-grade exclusive class of newspapers have never proven valuable to medicine advertisers.—J. H. Munyon.

IF you see an ad that you think would be interesting to other advertisers, clip it out and send it to PRINTERS' INK and receive the thanks of The Little Schoolmaster.

MR. GEO. FRENCH, the advertising editor of the New York *Journal*, has compiled and issued "The *Journal* Book of Types" to show the excellent assortment of type Mr. Hearst's paper has on hand for advertisers' use. The book is very pretty typographically, and no doubt advertisers will find it as useful as the *Journal* intends they should.

THE disposition on the part of newspaper publishers to kill the newspaper directories is becoming more marked from year to year. "We are obliged not to advertise in any of these publications, because of the rule made by the Detroit Publishers' Association," says the business manager of the *Detroit Free Press*. The daily papers of Boston have a similar rule, with the same purpose in view. Chicago publishers are also bound in the same way. Those at St. Paul and Minneapolis are in it too and the tendency is spreading. It is well known to leading newspaper men that the profitable publication of a directory without advertising patronage is no more possible than that of a daily paper under the same conditions. There is not a newspaper publisher alive who would not kill the directories that report circulations had he the power.

THE Canadian Advertising Agency, of Toronto, issues a list of what it calls "Canadian Magazines and Society Papers." Advertisers in the United States would patronize Canadian papers to a far greater extent were not the present Custom House arrangements almost a bar to business. Mr. Roy V. Somerville, agent in New York City for numerous Canadian journals, recently declared that the abolition of the Canadian duty on a few lines of goods largely advertised in the United States would result in the placing of over a million dollars' worth of new business in one year in Canadian papers, with articles capable of being sent by mail. The Canadian Custom House makes satisfactory transactions next to impossible. An advertiser cannot even send an electrotype to a Canadian newspaper with any certainty that it will ever reach its destination.

It is understood that Mr. Adolph S. Ochs, the successful publisher of Chattanooga, Tennessee, a man said to have few superiors as a sagacious newspaper manager, will assume supreme control of the reorganized New York *Times*. He takes charge of a paper long esteemed by New Yorkers as able, honest, clean and good. Mr. Ochs' success should be assured. The late George Jones, owner and manager of the *Times*, once related to the writer: "I was approached by a man in the interest, as I understood, of Jay Gould. He offered me a million and a half of dollars for fifty-one shares of the *Times* stock." Mr. Jones further said: "The first time I ever saw Gould he came to my house and tried to buy the *Times*, offering a million for my interest. I refused and he asked me to name a price. This I declined to do. Gould then asked: 'Have you any objection to giving me your reasons?' And I told him that I had been identified with the *Times* from its beginning, was proud of it, and I added 'I think if you had it, it would kill me in six months.' To this Gould responded: 'I shouldn't change it very much.'"

A FEW days ago the New York *Journal* passed the three hundred thousand mark in circulation, and it is said to be steadily climbing toward the four hundred thousand mark at an average rate of increase of about two thousand copies daily. It was predicted by a great many people in New York when the *Journal* took a stand for the Democratic free silver ticket that it would lose business and prestige and circulation by its course. The contrary proves to be the fact, as the principal criticism of its course emanates from the vicinity of Wall Street. From other parts of the country, including New York State, and all the other Eastern States, letters of approval and commendation are said to come in a daily flood, and with these letters orders and subscriptions. To its publisher it appears altogether probable that the *Journal* will reach and pass four hundred thousand circulation, daily, within a very short time, which will be a phenomenal record for any newspaper, beating the performance of any paper in America or Europe. All of which illustrates the wisdom of Editor Hearst in his policy of insisting upon having the best newspaper that the best talent in America can produce.

ADVERTISING is not an exact science, any more than medicine. But we depend upon the doctor's opinion because he has studied medicine, and similarly, the hypotheses of people who have studied advertising are worth attention.

Newspaperdom calls attention to the case of the Bloomfield (Ind.) *News*, which "never could see the advantage of Chinese puzzles," and has adopted the following schedule of advertising rates: "First insertion, 15c. per inch; 10c. per inch for each additional insertion under three months. On contract of three months, \$1 per inch will be charged for the quarter; on yearly contracts, \$4 per inch." These rates are simple, and, considering the circulation, a good deal over a thousand copies weekly, are low. If no publisher ever charged more than he thought his space worth, a smaller number would get into the habit of accepting less than a proper price.

FOR two years an organization has existed in Washington under the name of the "Ad Writers' Club." It is an association strictly composed of gentlemen who devote their time and attention to the advertising business only, and are experts in their profession, either as advertising solicitors for newspapers, or advertising writers or managers for large business houses. Since the establishment of this club, similar organizations have been founded in other large cities by gentlemen of this profession and there is a movement on foot now to form a national organization and hold a national convention. At the last meeting of the Washington Club the board of officers elected for the ensuing year was as follows: Mr. George A. Lewis, of Saks & Co., President; Mr. Thomas Wilkinson, Vice-President; Mr. George W. Miller, Secretary; Mr. A. Kaufman, of S. Kann, Sons & Co., Treasurer. It was decided to establish a reading-room and library for the benefit of club members, where all publications devoted to the subject of advertising will be kept on file. The perfecting of these arrangements was intrusted to Mr. Albert Harz, of the Washington *Journal*, who was elected to the office of librarian. Mr. Gans, the retiring president, was tendered a hearty vote of approval by those present. The permanent address of the "Ad Writers' Club" of Washington is 106 M St., N. W.

THE *Anaconda Standard* continues to be the best, the most enterprising and the most prosperous newspaper property in Montana.

THE *Business Journal*, a New York weekly paper of the sort its name implies, is publishing opinions upon the business ethics of the advertiser who uses pictures that another advertiser has used before him. Letters from N. W. Ayer & Son, Overman Wheel Co., Ault & Wiborg Co., Joseph Dixon Crucible Co., Grand Rapids Cycle Co., Gormully & Jeffery Manufacturing Co., Union Cycle Manufacturing Co. and E. C. Stearns & Co. all condemn the practice. It would appear that there is not any law against it, but imitation is generally considered a species of theft. It is not good taste and does not pay.

THE circulation of *Leslie's Illustrated Newspaper* was set forth in PRINTERS' INK at 12,500 copies. Mr. Arkell, the reputed owner, conveys the impression, "on information and belief," that its issues are three times as many. C. H. Guild, the Boston advertising agent of the Londonderry Lithia Water, claimed 65,000 circulation for this paper, and diverted ten thousand dollars' worth of advertising contracts from it after reading PRINTERS' INK's estimate. It would be interesting to know where Mr. Guild obtained the figures upon which he based his 65,000 circulation. If he overstated them has his advertising patron any remedy? If PRINTERS' INK understated the circulation has Mr. Arkell any remedy? It is rather unusual nowadays for a paper to charge 75 cents a line for advertising and keep its patrons in the dark as to its actual issues. The New York *Journal* gives advertisers 300,000 circulation for 30 cents a line. How many copies should Mr. Arkell print to entitle him to 75 cents a line? PRINTERS' INK gets 50 cents a line for a present issue of 23,700 copies, but although PRINTERS' INK and *Leslie's Illustrated* are very high-class journals it is barely possible that they charge too much. There is another New York paper, with about 800 paid subscribers, that gets 50 cents a line for advertisements, but the publisher of this paper, like Mr. Arkell, is also shy about furnishing circulation statements, although vastly indignant when he sees what he likes to characterize as under estimates.

THE July number of *Profitable Advertising* is an exceptionally interesting number.

THE New York *Journal* will print a ten-line advertisement, three hundred thousand times, for three dollars. That is a thousand times for a cent, or fifty thousand times for half a dollar. This illustrates how impossible it is for papers of small circulation to compete in advertising rates with those of large issue. Papers with small subscription lists must depend for patronage upon classes of persons to whom the circulation they do have is specially valuable on account of some quality other than the mere number of copies put forth.

BECAUSE of the unwillingness on the part of newspaper men to encourage the publication of correct statistics on the subject of newspaper circulation (the disposition to withhold information in the first place and to find fault afterwards), the publishers of the American Newspaper Directory, in the preparation of their issue for 1897, will curtail their efforts to obtain new information and base their estimates of circulation, in the 29th annual edition of their book, upon the ratings accorded in the years gone by. Below are a few examples of the new sort of circulation ratings proposed, taken from the State of Alabama, with which the book begins:

Athens Courier: Circulation I; largest ever accorded was 1,300 in 1896.

Birmingham News: Circulation H; largest ever accorded was G in 1895.

Birmingham Age-Herald, daily: Circulation H; accorded 6,000 in 1892; weekly F, accorded 18,500 in 1892.

Birmingham, Alabama Christian Advocate: Circulation H; accorded G in 1893.

Birmingham, Great South: Circulation rating H; has varied from D in 1892 to H in 1896.

This new plan will greatly reduce the cost of the compilation and enable advertisers to judge of a paper's standing by comparing the publisher's present claim with the position accorded to him in the past. It is not the intention to withhold recent information in the case of publishers who are really willing to take the necessary pains to place the information on file at the Directory office, but the publishers of the Directory will be saved, for one year at least, the expense and odium attendant upon asking for what so many newspaper publishers desire to conceal.

PRINTERS' INK still thinks the New York *Sun* the best daily paper that was ever made.

ACCORDING to the American Newspaper Directory the total output of a single issue of all American newspapers amounts to 41,467,793 copies. By using 44 papers an advertiser may appeal to one-fifth of all these readers, viz., 8,659,103. By adding 32 more papers he may reach 11,299,103 readers, being somewhat more than a fourth of the whole. If he will add 96 papers more, making a total of 172, he may through their columns appeal to 15,523,103 persons, being somewhat more than a third of the whole. If he will add 161 more papers he may reach 3,542,000 more people. By adding 127 more papers he may address 2,444,750 more people, thus with 460 papers reaching 21,509,853 people, or a little more than half the total circulation enjoyed by the 20,630 papers. It should be noted and impressed upon his memory by the advertiser that out of more than 20,000 papers he needs less than 500 to reach half of all the readers; 189 more papers will add 2,598,750 readers to his list; 352 more papers will add 2,904,000 to the list; 709 other papers will add 3,119,600 to the list and 1,270 more papers may be selected that will add 3,145,230 readers. By using a total of 2,980 papers the advertiser may appeal to 31,275,413 readers, which is more than three-quarters of all the newspaper circulation, and to reach the other quarter the advertiser must use 17,650 papers, all of which goes to show that the judicious general advertiser must confine his advertising patronage to papers of large or comparatively large circulations. No matter how cheaply the little papers may be willing to do the work, the mere cost of type-setting to the publisher is more than the advertiser will have to pay to the paper of large distribution for an equal distribution of copies. The little paper must depend upon local patronage, the class paper of small issue upon the people to whom it specially appeals. The general advertiser must invest with care, and always with papers having large actual issues. The average quality of circulation enjoyed by newspapers, taken as a whole, is higher with the papers of great issue than it is with those commanding a smaller patronage and a narrower circle.

PORK AND BEANS.

OVER \$100,000 SPENT IN THE LAST TWELVE MONTHS ADVERTISING "PORK AND BEANS"—RESULT, A DEMAND WHICH, LAST MONTH, NECESITATED THE PURCHASE OF ONE HUNDRED SPECIALLY BUILT FREIGHT CARS IN WHICH TO MAKE SHIPMENTS!

Mr. Frank Van Camp, junior member and advertising manager of the Van Camp Packing Company of Indianapolis, is the man who used the above means and accomplished the result mentioned, and thinking that the views and experience of such a man would be interesting and of value to the readers of PRINTERS' INK, I sought an inter-

sults justified the expense of advertising in the daily papers. That exception is Pittsburg. We use dead-wall signs wherever available, store bulletins, street cars, posters and many of the leading magazines. I am unable to say which of these methods pays us best, as the fact that our business is done entirely through jobbers prevents our tracing results except in a general way.

"We use the magazines very liberally during the summer months and newspapers very little; likewise we use posters in summer, and so make our contracts for street car space that they may be discontinued during the same time."



The Luncheon

FOR YOUR
Summer Outing

will be most enjoyable if you
provide yourself with

Van Camp's Boston Baked Pork and Beans

—prepared with tomato sauce—(aiding digestion). Avoid the necessity of heating the house to cook the meal. They are nutritious, palatable and **always ready**, being equally good, hot or cold. A boon to the housekeeper and just the thing for light house-keeping, seaside cottages, hunting, fishing and yachting parties. A meal for a family in a can. 10c, 15c and 20c sizes at first class grocers or send 6c for sample can.

VAN CAMP PACKING CO., Indianapolis, Ind.



view with Mr. Van Camp.

"I was confronted with a very difficult problem," said Mr. Van Camp, "when we determined to push the sale of our 'Boston Baked Pork and Beans' by advertising, for, while people have always eaten beans, they had to be educated up to the canned product. We prepare this line of our goods with tomato sauce, baking them by the latest improved methods in a way which makes them really a table delicacy.

"Our methods of advertising? Well, we use evening daily newspapers liberally, but only in cities of less than 100,000 population. In only one city of more than that population in the United States have we found that re-

I was somewhat surprised at this last statement, and in answer to my question Mr. Van Camp explained:

"You see, in summer, the evening newspaper is only skimmed, the reader seldom going beyond the news features—he is going out to the parks, or bicycling, or a hundred other things. In winter, his open grate and newspaper are his companions usually until a late hour. The magazine, when received, is laid away until Sunday or some time when the reader is in a receptive mood and has leisure to peruse it thoroughly. The reason we use posters in summer to the exclusion of street cars is simple; the summer cars are so constructed that advertising

cards in them are not well displayed, and, as the attention of passengers is directed outside the cars rather than in, we simply place our posters where they will be seen, and refrain from placing our cards where the chances are they will not be seen.

"We use the street cars, in season, for the display of nearly 8,000 cards, one thousand of which are in Boston, and the balance distributed over New York, Chicago, St. Louis, Kansas City, St. Paul, Minneapolis and other principal cities. It would be hard to say which of these gives us the best service, but the 'Brooklyn L.' is mighty good.

"We use dead-wall signs wherever

prominent dealers in a city and secure the services of young ladies to serve our product on certain dates at these stores. Then to lists of names secured from the merchants we send neatly printed invitations to attend and sample our goods. We have given these demonstrations in over ten thousand stores during the last twelve months, and find them a very effective method of creating a demand. Like any other special effort, however, they must be followed up with continued advertising to be of lasting benefit. We have found also that we must first get our goods into the dealers' hands and then create the demand. Any other method is a flat failure, for if we create the demand before the local dealer can supply the goods customers' inquiries are not renewed, and if we place the goods on the shelf and fail to create a quick demand the dealer will adopt almost any method to get rid of his first order and will not renew it."

Some time ago I noticed a prize of a fine bicycle offered by this firm for coupons cut from cans of their goods, and I asked Mr. Van Camp about that method of advertising.

"It was only an experiment, tried in one locality, and proved a complete failure," he replied. "People have become so accustomed to that sort of thing, that it has to be a pretty alluring prize scheme that will command attention. I have noticed that the dealer who starts into the prize scheme business has to continually expend his profits for something new in the same line. We shall in future confine ourselves to legitimate lines of advertising. Of course, I am looking for new ideas, and 'the man with a scheme' if it be a good one, will find me a ready listener, but his scheme must not be of the prize or coupon variety."

Mr. Van Camp's closing statement was that which heads this article—that the firm had expended for advertising within the last twelve months over \$100,000, and he showed me some of their new freight cars on the side-track as I came out of his office. All their advertising is placed through agencies.

C. WESLEY.

CHANGING THE ADVERTISING.

It is always a dangerous thing to change one's style of advertising after the public has become fully acquainted with it. A part of the prestige is lost and sometimes confusion follows.—*Business.*

A TINNER'S ad ought to "pan" out well.

A Day on the Lake
will be one of perfect pleasure if
your lunch includes
**VAN CAMP'S BOSTON
BAKED
PORK AND BEANS**

Prepared with tomato
sauce—delicious and
appetizing, needs no
preparation. In con-
venient tins, 10c, 15c
and 20c. Send 6c for
sample can.

**VAN CAMP PACKING CO.,
Indianapolis, Ind.**

we find available space, having over 100,000 square feet between Sioux City and Kansas City on one line. This is the only kind of advertising we have in Colorado, and you may see our signs pretty generally in any other State. Our trade mark is a part of all our advertising, and we have always followed the 'one-thing-at-a-time' plan consistently. We find it pays.

"I believe the demonstrations with which we have accompanied our advertising have paid us largely. In this feature I have only elaborated a little on an old but good scheme. We arrange with one or two of the most

ADVERTISING A HARDWARE STORE.

Perhaps of the minor problems of the retail hardware dealer, that of the proper form and method of advertising is the least understood and considered. That old and true maxim which warns us that those things which are "worth doing at all are worth doing well" bears with particular force on this subject.

The first thing for the dealer to determine is the maximum amount which he considers proper to expend during the year for advertising, and when he has so decided, to expend it where it will bring the largest returns. I believe that, on general principles, it will be found of advantage to expend an amount for advertising equal to 5 per cent of the average sales.

Thus, if the sales amount to \$40,000 a year, I would spend not less than \$2,000 in advertising, with the view of not only increasing the sales but also of holding the business already secured.

The amount of sales among retail hardware dealers will average about \$1,000 a month, and, taking this figure as a basis, we will suppose that \$50 a month, or \$600 a year, is to be expended for advertising. With \$300, one-half of the total amount, I would contract with the best—very best—local papers for as many thousand lines of reading notices as this amount would purchase, to be taken as desired during the year. This would give me the opportunity to reach those who seldom look at displayed advertisements, and the further advantage of using them at such times as I wished to push specialties. With \$200 I would contract for a stipulated space next to reading matter, to be used either as single or double column, as desired, and the privilege of daily or semi-weekly change. This particular specified space may cost 25 per cent more than the "run of the paper," but it is worth the difference, as it brings your space directly under the eye after it leaves the items of news. You must bear in mind that the public buy the paper mainly for its news, and to have them read your advertisement it must be placed where it will be prominent and easily and even unintentionally read. The remaining \$100 I should add to the above or spend it for signs on the fences, trees or barns along the

roads leading into town from the surrounding country, and thereby keep my name and business perpetually before the suburban public, whom the press might not reach regularly. This would leave nothing for fair and picnic programmes, or fans, calendars and the like, but you will lose nothing by giving them the go-by. Every kind of advertising helps, from chalking your name on the sidewalk to artistically painting it upon the summit of a mountain, but for the retail dealer nothing takes the place of, or brings such immediate returns as, the use of the local newspaper in his immediate vicinity.

Having briefly described the amount and medium, let us consider the method or manner of advertising. At the outset it must be distinctly understood that simply putting one's business card in the paper is, in itself, a very feeble attraction, and to catch the reader's eye a striking head-line or design must be used. The columns of many newspapers containing a meaningless lot of two-inch ads, one after another, with little break in the type or variation in style, remind one more of a business directory than the mute representation of a live business concern, and is the reason why so many dealers grumble at their advertising bills and complain that they do not pay.

If a gardener planted a garden with good seed, and then left it to the mercy of the weeds, no one would more quickly see the neglect than the same merchant who pays money for advertising space, and then neglects to keep it clean and attractive. It is better, in my estimation, to put ten poorly written advertisements in a paper during a month than but one fairly good one, because the change excites curiosity, and curiosity is the bump of human nature upon which you must operate to be successful. The way to have fresh advertisements, if your time is limited, is to have a blank book for the purpose, and, when you find an idea in what you read or hear, jot it down in the form of an advertisement, and so always have a stock on hand to draw from. Read other people's advertisements, especially in the large cities, and notice points which you can utilize, and watch local events and work them into your advertisements. Then make your reading notices and the regular space work hand in hand; thus, if you are advertising coal hods in the regu-

lar space, have your reading notice something like this:

"Where to buy coal hods cheap. See Smith's advertisement, top third column, fourth page." Or,

"Smith is making a liberal offer to purchasers of coal hods to-day. See advertisement on next page."

This will lead those interested in coal hods to at least glance at your space—perhaps for the first time—and the habit being thus acquired they will continue to "glance" on succeeding days, if the matter is kept fresh and interesting.

The cuts, generally furnished free by manufacturers to the dealer, are often the best kind of advertising matter that the merchant could possibly have, and a free use of them is recommended, as they make a target for the reader's eye, and "object teaching" speaks loudest in newspapers.

Another way in which a dealer can utilize advertising is when some new article of merit appears in the market, of which he has secured a stock. Show one to the editor or a reporter of the local paper and ask him to give his readers a notice of the new article, and at the bottom of the notice refer casually to the fact that they can be had at your store. Many newspapers will admit matter of this kind without charge, if the article is novel, and its value to the merchant is more than would appear on the surface, as it carries the weight of the paper's reputation with it, and is generally read with interest by its subscribers and remembered.

After you have filled your space in the local paper with an attractive announcement, arranged your reading notices to clinch the argument, and tacked your signs on every post and tree within a radius of many miles, do not think that you have reached the limits of advertising and sit down to await results.

On the contrary always remember that advertising, pure and simple, does not, cannot, never has and never will sell goods of itself.

Advertising is merely the voice of supply which, if well directed and sufficiently loud, will reach the ear of demand. Demand, having its attention arrested, will call at your store and examine the goods or ask the price, but you must sell the goods. The advertisement is simply the link which has brought the eye of the customer to your goods.

At this point is where much of the

good seed of advertising, well planted, is allowed to perish after the harvest is in sight. A careless salesman, a dirty store, a slight misrepresentation, a lack of patience, or a want of business tact are the seemingly little things which will destroy the value of all advertising.

On the other hand, an attractive store, with goods well displayed, attentive clerks, and a proprietor who is in sympathy with the needs of the public, is of itself a species of advertising of the highest commercial value.—*D. T. Mallet, in Hardware Dealers' Magazine.*

GROWTH OF UNBELIEF.

A writer in the *Forum* says that people are less inclined than they used to be to believe what they see in print. Perhaps this growing skepticism may account, in part, for the failure of certain lines of advertising. Space has been wasted by advertisers whose idea of a "strong" appeal to the public purse was a frantic piling on of adjectives. Anything reasonable and credible did not seem to be good advertising. A conspicuous example of the failure of exaggeration and bombast is a medicine house in Boston whose advertisements, not long ago, were in almost every newspaper in the land. The medicine was declared to be a "miracle," and the distinguished "discoverer" was lauded as a towering genius. Beside lavish newspaper advertising, free lectures and pamphlets were resorted to. But an unbelieving public only smiled, and refused to be convinced that the medicine in question was good for every ill from prematurely gray hair to chilblains. Result: No advertising has gone out since last March, and at the last accounts the firm was looking for somebody to prepare matter that would commend itself to common sense. Old advertisers tend to be conservative, and will often stick to a system the defects of which are patent even to themselves. No scheme of advertising amounts to a hill of potatoes unless it is adapted to the constant changes in human nature.—*National Advertiser.*

GETTING "POINTERS."

Sometimes, apparently no matter how hard one works, "results" are not forthcoming; then all at once, seemingly by some lucky turn of fortune's wheel, the end for which one sought has been attained. It's this way in advertising. A man spends a deal of money in what seems to him a wise and judicious manner for space in the mediums most calculated to benefit his line of trade, but the returns are not what he anticipated, and he's disappointed. Then some day he happens to hit the right chord in the grand advertising organ, and all at once all is harmony and results are forthcoming. To say the least, advertising is a great science, and sometimes it would appear that the best judgment and "expert" knowledge fails. But there are men who have succeeded both in the capacity of general and local advertising managers and advertisement writers, and it's well to "keep your eye" on these individual concerns and men, for those who keep eyes and ears open and attentive to what the really successful advertisers are doing will gain many a valuable pointer.—*Profitable Advertising.*

HOME-MADE POSTERS.

There are thousands of small dealers, both in city and country, who are unable to employ adsmiths and artists, but to whom good advertising is more of a necessity than to their more prosperous neighbors. Although always on the alert, how many of these realize the advantages of the posters and showcards sent out by the manufacturers? Many receive daily the work of artists of world-wide fame and often consign them to the waste-basket without a thought as to their value either to the sender or to themselves. While not advocating the use of advertising matter which competes with one's own goods, it is only fair to use that of reputable houses executed at vast expense for the mutual profit of manufacturer and retailer. The present object, however, is to point out the more direct advantages to the retailer in using again the posters which have become stale. The pictures may be cut out and pasted on sheets of paper, one's own lettering added, and there you are! And one can do this and make a very attractive window-card or inside sign to call attention to specialties or for general advertising. Always see that the picture suggests the wording, or vice versa. The effect will remain much longer in the eye and mind of the reader and multiply the value.—*Western Druggist.*

THE VALUE OF A FENCE.

One of the most successful sign painters in New York was, a few years ago, an underpaid clerk in a bank. He was told one day as a joke that he could have the use of a fence on Fifth avenue if he wanted it. He did. The rental of it, for advertising, brought him in more money yearly than he received as salary. That opened his clever eyes and he started in for himself. The value of fences in big cities for advertising signs (painted) has only been appreciated of late years. Now the man owning one on a popular thoroughfare gets big rental for it.—*Profitable Advertising.*

BIRTHDAY NEWSPAPER COLLECTIONS.

On the birth of a child, let a paper of the date be laid aside, as the foundation of that child's collection. On each succeeding birthday let other papers be added, until the child can take the work in charge for himself. In middle or old age the person will look over his collection with interest, to see what occurred on each of his birthdays.—*Newspaperdom.*

ILLUSTRATED ADVERTISEMENT.



A very active, energetic man is desirous of getting away from his present situation; has a big following on the road, and covers the ground thoroughly.

NEWSPAPERS AS EDUCATORS.

The educational value of newspapers has never been more conspicuously shown than during the past year or two, when important scientific studies have crowded so thickly upon one another. There is no reader of a good newspaper nowadays who is not thoroughly posted as to all scientific discoveries, so far as these discoveries can be made known without technical study and explanation. The information imparted in this way has not only been valuable for information's sake and in keeping readers thoroughly up to date, but it constantly stimulates inquiry and intellectual activity in their minds.—*Salem (Mass.) Gazette.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, Los Angeles TIMES. Circ'n over 15,000 daily.

IOWA.

DUBUQUE HERALD, founded 1836. Family circulation; up to date; circulation steadily increasing. Is it on your list?

WEEKLY SENTINEL, Carroll, twelve-page paper, all home print, largest circulation of any weekly in county. Guaranteed by Rowell. The DAILY SENTINEL is the only daily in one of Iowa's best counties. Rates low, perhaps not so low as papers with half the circulation, but they are based on circulation, and pay advertisers.

KENTUCKY.

LOUISVILLE SUNDAY TRUTH, 12,000 copies to each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of TRUTH to H. B. LACOSTE, 38 Park Row, New York, Special Newspaper Representative.

THE FARMERS' HOME JOURNAL, LOUISVILLE, KY.

goes to the better class of farmers and stockmen in Kentucky and Tennessee every week. It is read and trusted by them as their business paper. It was established in 1885. Its readers usually have money to buy what they see advertised if they want it. Sample copy free.

MISSOURI.

GAZETTE, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. Write for rates.

TO reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the Webb City Daily and Weekly SENTINEL (successor to the TIMES). A live, progressive and up-to-date newspaper.

MONTANA.

HELENA INDEPENDENT—6,240 Daily, 6,240 Sunday, 3,360 Weekly. Leading newspaper in the Treasure State. H. B. LACOSTE, 38 Park Row, New York, Eastern manager.

NEW YORK.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 572, New York.

MICHIGAN.

DETROIT COURIER. Circulation around Detroit greater than other weekly. The family paper of Wayne County.

JACKSON (Mich.) PATRIOT, morning, Sunday and twice a week; also **EVENING PRESS.** The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. The leading advertisers in the country are represented in their columns. Information of H. D. LA COSTE, 38 Park Row, N. Y.

NORTH CAROLINA.

THE NEWS is not only the only afternoon paper in Charlotte, a city of 19,661 population, but it has a larger circulation in this city than any other paper. The same is true of the **TIMES** (weekly) circulation in Mecklenburg County. The **NEWS** and **TIMES** combined have more circulation in Charlotte and Mecklenburg than any other three papers. Advertising rates are reasonable. W. C. DOWD, Editor & Proprietor.

NEW JERSEY.

IN the Red Bank **REGISTER** are local advertisers who have been in the paper constantly for the past 17 years, and they are now taking more space than ever.

OHIO.

DAYTON MORNING TIMES, **EVENING NEWS,** **WEEKLY TIMES-NEWS,** 14,000 daily, 4,500 weekly.

LEADING daily and weekly papers in Eastern Ohio. **THE VINDICATOR,** Youngstown, 8,400 d., 6,000 weekly.

PENNSYLVANIA.

30,000 WELL-TO-DO, intelligent people, who appreciate a good thing when they see it, read the **CHESTER TIMES** every evening. **WALLACE & SPOUL,** Chester, Pa.

INTELLIGENCER, Doylestown, Pa. Oldest papers in the county—weekly established 1894, daily established 1896; stanchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. **PASCHALL & CO.,** Doylestown, Pa.

TENNESSEE.

CHATTANOOGA, Tenn., has 50,000 people. The **EVENING NEWS** has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

TEXAS.

DAILY AND WEEKLY ENTERPRISE. Largest circ'n in Cleburne and Johnson Co., Texas.

VIRGINIA.

LYNCHBURG NEWS has the largest circulation of any paper west of Richmond. Has only one rate for advertising. No "special" prices to any one. Any information of H. D. LA COSTE, 38 Park Row, New York, Manager Foreign Advertising.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

WISCONSIN.

SUPERIOR makes 23,000 barrels flour every twenty-four hours. This is only one of her many industries. She has largest coal docks in the world. The **TELEGRAM** is the leading paper in Northern Wisconsin, 5,500 daily. Adv. rates of H. D. LA COSTE, 38 Park Row, New York.

CANADA.

BIG city dailies claim to do it all. They do reach a handful of business men and politicians in the towns, but wise advertisers reach the people by aid of the best local papers. The **BERLIN RECORD** (d and w) is clean, bright and popular and goes into more homes in its territory than any other newspaper. Rates on application. W. V. UTTLEY, Mgr., Berlin, Ont.

HAWAIIAN ISLANDS.

STAR—Daily and weekly. The live, popular paper of the country. Covers the group completely. Honolulu, H. I.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

Lynchburg NEWS (2,600 D. & S., 2,800 Weekly).

MAIL TOPEKA, KANSAS

Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address C. Geo. Krogness, Marquette Bldg., Chicago, Ill., Western Agent.

4 YEARS OLD. 8 THOUSAND CIRCULATION.

THE RECORD OF
BRIDGEPORT'S ONLY MORNING PAPER.
THE MORNING UNION.

BRIDGEPORT, CONN.
RATES ARE LOW..

The Evening Journal,

JERSEY CITY, N. J.,
IS GETTING ON NICELY, THANK YOU.
So are its advertisers. They find it pays.

'FISHERS OF MEN'

The shrewd advertiser who drops his line into the Jackson, Tenn.,

..WHIG..

is sure of a good catch. Only morning paper in a radius of one hundred miles—a veritable Alexander Selkirk in its territory. Jackson is an up-to-date city of 15,000 inhabitants without a clam or a mummy. It is a manufacturing, railroad and educational center and the trading mart of 300,000 people of snip, push and cash. The **Whig** is the key to the situation. L. J. BROOKS, Prop'r, Jackson, Tenn.

H. D. LA COSTE,
EASTERN REPRESENTATIVE, 38 PARK ROW, N. Y.

10 Cents a Copy.

\$1.00 a Year.

GODEY'S MAGAZINE.

The July number of this old favorite begins the one hundred and thirty third volume of its publication. While keeping pace with the demand for modern and high-class literature, it still retains those charming features for the home and fire-side, in which it is a pioneer, and which have made it a welcome visitor in so many homes for the past quarter century. In this number there is the usual amount of choice fiction and verse, while the illustrations are up to the high standard so long maintained by Godey's. These excellent features, together with the low price asked for it (\$1 per year), make it a most desirable addition to one's supply of current literature.—*Cincinnati Enquirer*.

Godey's for August will be issued July 25th. It is an attractive number with a handsome cover.

Guaranteed circulation for 1896,
one million copies.

Send for rates.

THE GODEY COMPANY,
53 Lafayette Place, New York.

We Are Not Crying

Because there is much territory not
covered by TEXAS FARM AND RANCH.

But We Are Rejoicing

over the fact that the many custom-
ers who use our advertising columns

Year In and Year Out

have long since learned that TEXAS FARM AND RANCH covers thoroughly Texas, Arkansas, Louisiana, Oklahoma, Indian Territory. Have you looked into the desirability of securing the best class of customers in above territory? A clean paper for clean advertisers seeking clean customers.

TEXAS FARM AND RANCH
DALLAS, TEXAS.

New York Office, Chicago Office,
47 Times Bldg. Marquette Bldg.

A CAREFUL.....

Analysis of the following table will show
that the circulation of the

DAILY NEWS

DES MOINES, IOWA,

is on a solid, unwavering foundation, and
that it is more than double that of any
other Iowa daily:

CIRCULATION OF THE DAILY NEWS FOR SIX MONTHS.

DATE.	JAN.	FEB.	MAR.	APR.	MAY.	JUNE
1	13115	13680	*	14680	14900	14750
2	13350	*	14630	14800	14550	14980
3	13185	13575	14900	14900	*	14950
4	13400	14590	15000	14900	14500	15250
5	*	14760	15000	*	14700	14900
6	13260	13580	15100	15150	14500	14900
7	13370	13660	14900	14900	14850	*
8	13295	13770	*	14850	15000	15150
9	12445	*	14865	14900	14600	13275
10	12950	13465	15150	14850	*	15050
11	12835	14155	15400	14900	14630	15100
12	*	14300	14950	*	14500	15000
13	12765	13780	14900	14810	14500	15100
14	12975	13000	14850	14775	14800	*
15	12965	14110	*	14700	14500	15200
16	13460	*	11780	14700	14700	15160
17	13000	14075	14950	*	14600	15600
18	13220	13380	14900	14500	14600	15500
19	*	14300	14950	*	14500	15200
20	13800	14050	15050	15000	14700	16100
21	13080	15300	15430	14850	14550	*
22	13080	14990	*	14900	14550	15250
23	13000	*	15100	14900	15100	15300
24	13300	14300	14910	14600	*	15250
25	13300	14390	14850	14600	21180	15350
26	*	14675	15000	*	15290	15675
27	13180	13915	15000	14600	15060	15550
28	13155	14530	15000	14600	17100	*
29	13780	14380	*	14600	14700	15000
30	13050	---	10250	14600	14825	15435
31	13030	---	14850	---	*	*
Total for month,	348470	354440	391055	384205	391015	397495
Average,	12906	14177	15040	14780	15039	15288

Sundays marked thus *.

I, P. B. DURLEY, Treasurer of the Des Moines News Company, on oath state that the above statement is true and correct.

I further depose and say that the number of papers spoiled in printing, left over, and returned unsold, averaged less than 300 per day, all others being used in the regular, bona fide circulation of the paper.

P. B. DURLEY.

Subscribed and sworn to before me
this first day of July, 1896.

FRED. H. BECKWITH,
Notary Public, Polk County, Iowa.

EASTERN OFFICE:
Room 1227, American Trust Soc. Bldg.,
NEW YORK.

"A very storehouse of Art."—
LONDON TIMES.

...THE...

MAGAZINE OF ART

Price, \$3.50 Per Year
Single Copies, 35 Cents

"For Sunday and General Reading"

THE QUIVER

Price, \$1.50 Per Year
Single Copies, 15 Cents

"For the Household"

CASSELL'S FAMILY MAGAZINE

Price, \$1.50 Per Year
Single Copies, 15 Cents

THE CASSELL PUB. CO.

31 East 17th Street
(Union Square)
NEW YORK.

Small Profits

soon become no profits if your mechanical equipment — whether for your newspaper or your job department — is obsolete!

Buy a "NEW MODEL" for your newspaper!



Buy a "CENTURY" PONY



for your job department!

Both money making and money saving machines.

Campbell Printing Press & Mfg. Co.

6 Madison Avenue, New York
334 Dearborn Street, Chicago

It Pays

~CIRCULATION~
Over 150,000

To Advertise In the

UNION GOSPEL NEWS,

An Undenominational Paper



that reaches thousands of the best families throughout the land. Once tried always Used.

Write for Rates.

Published every Thursday by the

Gospel News Co.,

CLEVELAND, OHIO.



A Guaranty.

**The...
Anaconda
(Montana)
Standard**

Guarantees its advertisers a PAID circulation, Daily and Sunday, THREE TIMES GREATER than that of any other newspaper published in the State of Montana. Advertising contracts will be made subject to this guaranty. Only daily newspaper in the great Northwest furnishing advertisers with a sworn circulation statement.

Sunday, - - 10,227 } Average.
Daily, - - - 9,589 }

The Top Notch

Republican Paper of
Long Island is

The Brooklyn Standard Union

It's Newsy.
It's Clean.

It goes into family circles where other dailies never enter.
It reaches people you ought to talk your business to.
You can't talk to these people through any other medium.

It goes to a rich field—
Do you wish to cultivate it?

The ONE sure way to get at
the bulk of Peoria (Ills.) people is to
use their BEST TWO papers.

THE

Peoria Daily Transcript,

(Seven Mornings a Week and Weekly)

THE

Peoria Evening Times,

(Six Evenings a Week)

COMBINED CIRCULATION

exceeds 10,000 copies a day.

RATES FIRM BUT NOT HIGH.

Eastern Office: 150 Nassau St., New York.

IT PAYS



TO ISSUE

*Neat
Attractive
Printing*

It pays to catch the best class of trade—the money-spending trade. You can't catch money-spenders with penurious-looking printed matter. You must use attractive work—not necessarily expensive—that will catch your customer's eye and cause him to read it.

If you are in the market for the best class of printing, I can suit you.

No other printer has better facilities. All the type, borders, etc., in use in PRINTERS' INK are at the disposal of my customers. Advertisements attractively displayed and electrotypes furnished at reasonable cost.

W. L. JOHNSTON, Manager Printers' Ink Press,
10 Spruce St., New York.

SPIRITUALIST PAPER

Light of Truth.

Established 1886.

Circulation **27,000** WEEKLY.

SEND FOR SAMPLE COPY.

**FRANK E. MORRISON,**


Publisher's Special Agent,

TEMPLE COURT, New York.

BOYCE BUILDING, Chicago.

LYNN S. ABBOTT, in charge Chicago Office.

**TO CATCH THE
PUBLIC EYE**

and attract attention to your ad
EVERYBODY KNOWS
 (who stops to think) you should use
 some **ORIGINAL, QUAIN** or
BEAUTIFUL DESIGN with it. 

WITH LARGE
 OR SMALL, THIS FACT
 REMAINS

Art Day

10 Spruce Street :: New York

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

ADVERTISING IN GENERAL.

The Lord and the newspaper manager only have any conception of the amount of money that is expended each year by newspapers in what, to my mind, are utterly worthless advertising schemes—to get advertising. One would imagine that when a newspaper advertised, its money would be put into legitimate, paying advertisements. The business manager and advertising manager of a newspaper are supposed to be advertising experts. If they are—Heaven save the amateurs.

What, for instance, must be the sensations of the meek and lowly merchant who doesn't pretend to know much about advertising anyway, but who is humbly trying to learn a little about it from the lordly newspaper advertising manager, when he sees that guide and mentor literally throwing away the money of his publication in ridiculous and fantastic fakements? With such an example before him, set by so high an authority, is it not a wonder that the merchant doesn't throw over the newspaper entirely, and expend his appropriation on fakes alone? What must he think of the country and minor city newspapers that advertise on fences, and restaurant bills of fare, and church fair and theater and society programmes, and in "Industrial Progress" books?

And what must he think of the great metropolitan dailies that flood the mails with senseless toys and trinkets with no other apparent purpose than to perpetrate a senseless pun and thrust it under the noses of several thousand inoffensive advertisers?

An instance in point, and there are thousands of them, is the New York *Recorder*. Several years ago the managers of this great daily came to the conclusion that they were not getting their share of the current advertising. Something must be done to stir up the advertisers and convince them of the superior merits of the *Recorder* as a medium. A list of the general advertisers all over the country was prepared

and a campaign inaugurated. One day every man on the list would receive, through the mails, an ordinary carpet tack with a tag hitched to it saying: "The New York *Recorder* is the best advertising medium in the universe—See the point?" I don't.

The next day would come a toy garden hoe labeled: "You can hoe-cake but—you can't hoe-ld business unless you advertise in the *Recorder*," or something equally brilliant. This was kept up for six months, or until the toy market was exhausted. As a final and unanswerable argument an enormous hoop skirt was twisted into a compact package and tied tightly. A tag was hitched to it with an inscription something like this: "Cut the strings and see how your ad spreads when it appears in the *Recorder*." I suppose there were a few who didn't throw the package unopened into the wastebasket, but cut the strings and were lucky if they escaped without the loss of an eye from the sudden and forcible expansion of the hoops.

Don't imagine that the *Recorder* was an isolated instance of this ridiculous method of alleged "advertising for advertising." About one-third of the metropolitan dailies in the country made fools of themselves and threw away money in the same way, and general advertisers tell me that their mails are still crowded with nonsensical rubbish of this description sent to them by newspaper business managers and advertising managers.

Next in value to advertising in newspapers I have always rated circular and booklet advertising. After a newspaper has advertised the quantity and quality of its advertising in the class publications that reach general advertisers, I should imagine that the next common sense step would be to send circulars to the advertisers telling in a convincing way about the superior merits of the publication, describing its good points, its rates, etc. The same is true of the local advertiser. The work of good solicitors could be aided by the distribution of neat book-

lets, giving brief lessons and points on advertising and bringing out the superior merits of that particular paper.

I think that a newspaper better not advertise at all rather than advert se in fakes or schemes, and thus encourage advertisers to do likewise. Certainly "no advertising" is better than sending out hoop skirts, carpet tacks, toy gardening tools and bad puns.

* *

The following extracts from a paper by W. J. Powell, of the *New Era*, Rolla, Mo., which I take from a recent issue of *Newspaperdom*, shows a great deal more hard common sense than is usually evidenced by publishers.

The one point on which I think his judgment is wrong is in regard to the advertising agent. Perhaps some advertisement agencies have not been conducted in just the way that they should, but the idea of the advertising agency is right beyond all question.

It is time, however, that the old idea that the advertising agent represents the publisher should give way to the truth, which is that he represents the advertiser and no one else. The commission he receives from the paper is simply a trade discount allowed to a wholesale dealer.

Foreign advertisers are so captious about position of both space advertisements and readers that if the number of those who will pay a reasonable price were to increase very much, the publisher would find it a hard matter to give the position asked, and it would require a long-headed foreman to make up the forms to comply with the contracts, so as to avoid giving the advertisers excuses for not crediting insertions.

Some publishers claim to be able to make contracts "without position," taking the "run of paper," claiming that they never make a position contract; but, except in a few instances, my experience has been that if the advertiser does not get his desired position he does not care for the advertisement. He seems to have started out on the theory that he wants "top of column next to reading matter," and if the advertisement appeared in any other position that it would not be read, and that it would be so much money thrown away. It is, perhaps, best for newspaper publishers to give the position asked, if not unreasonable, and if contract is not drawn with the idea of tripping the publisher up on insertions.

If you consider the contract drawn with this end in view, the wisest course would be to give no other position but "run of paper" to the advertiser. It is better to lose the business than to be annoyed by complicated contracts, for as a rule the publisher does not get paid for more than his space, and has no time to waste in carrying on lengthy correspondence with advertisers relative to a contract calling for a peculiar position for an advertisement and one very hard to fill.

PREFERS TO DEAL DIRECT.

My experience has been that it is best to deal directly with the advertiser, and if you

have any doubt whatever about the reliability or honesty of the would-be advertiser, don't sign a contract and don't do the work.

Be careful what kind of a contract you sign, but when you have signed it, live up to it, no matter how disagreeable it might be to fulfill. You will find this the best way, and if your patron is a substantial advertiser, you will be able to get the contract down to reasonable conditions when you renew, and will also get credit for fidelity to your contracts.

As a rule, the most of the work done for advertising agents is not as well paid for, nor is the payment as prompt, as where the work is done direct with reliable advertisers, many of whom remit at stated periods without the formality of sending a bill. Those are the firms a man likes to do business with; and if he makes concessions to any one, it will be to prompt-paying firms, whose contracts are not too exacting.

TRADE AND FRAUDULENT ADVERTISEMENTS.

Nearly all "trade" advertisements, unless the publisher receives the article without the payment of any money, are a delusion and a snare. The publisher is robbed of his space, and gets practically no return therefor. It is wisest to give most of these offers to the waste-basket.

There has grown up a class of harpies whose sole object in life seems to be to eat the country publisher, and to fatten off of his innocence and trusting confidence. He receives flattering offers, filled with buoyant promises—alas! never to be fulfilled; fills his columns and revels in the prospect of getting enough money out of them to pay the expenses of the outing for himself and family at the annual meeting of his association, only to find that his urgent demands for payment are met either by ominous silence or the information that the firm has transferred its contracts to some other firm, or is in a state of liquidation or has vanished off the face of the earth.

Under the head of semi-frauds come the various newspaper directory schemes of the advertising agents. What a profitable field this has been for the directory publisher! His list of "select papers" is made up of those whose publishers are weak enough to take a large amount of space for a directory book, at a high price, and an advertisement that is of extremely doubtful value.

The publishers of papers whose space is of much value rarely accept any of these propositions.

BELIEVES AGENTS ARE LOSING BUSINESS.

The large, reliable advertisers are abandoning the advertising agencies and conducting this business themselves, selecting their list of papers from personal examination of each publication, thereby securing the best edited and printed papers in the country. The tendency of prices is to advance. Where a publisher used to get about \$2 per inch per year for space of this character, he gets three, four, and sometimes five dollars per inch per annum. I think about \$4 net per inch a fair rate for a paper with 1,000 or 1,200 circulation.

As I stated at the outset, the number of reliable advertisers cannot increase very much without the position question cutting a very large figure in future contracts, especially to the publishers of folios. Those who publish quartos will, perhaps, not have so much trouble with position as they will with the page that the advertiser wants. Unless a fair price is received for "foreign advertising," it is best not to accept it, but cultivate the local field; it will give the best returns.

RETAIL ADVERTISING.

TORONTO, July 25, 1896.

Mr. Charles Austin Bates, Department of Criticism, Printers' Ink:

DEAR SIR—Separately we send you examples of a weekly we have recently issued. It is delivered in sealed envelopes every Monday morning from a prepared list always to the same families.

While yet in the experimental stage, we are sufficiently encouraged to think of extending the system to our whole trade and issuing about five thousand weekly.

In this case we think of using illustrations more freely, and perhaps of adding another page of reliable recipes and household information.

Your kind criticism and advice solicited.
Yours truly,
MICHIE & CO.

I believe that this method of advertising is as good as can be followed by any grocer. This is true whether the grocer be a "down-town" grocer or a "neighborhood" grocer. He can in either case make up a list of people with whom he ought to be able to do business, and if he offers the proper things in his paper he will eventually gain all the trade he deserves.

These little papers of Michie's are quite attractive. There is no necessity of using any more illustrations than are used, and there is certainly no necessity of publishing recipes and household hints. Perhaps a few recipes would be good if they had a direct bearing on some of the goods that Michie & Co. have for sale. However, I like the little papers just as they are now.

They consist of four pages, about (x9), and the only fault I can see in them is that there is too much effort at display. There is entirely too much display type used and it has the effect of distracting the reader's attention. The paragraphs are cut with lines like: "Strawberries fresh daily at Michie's." "Are you going away? Get Michie's price list of supplies." "The best baking powder is Michie's." These lines are set in nonpareil De Vinne between paragraphs, and in addition to this break in the typography there are a number of ornaments used between the paragraphs. It would be better to set the paper just like any other newspaper except perhaps using larger type. One of the best papers of this kind that I know of is that issued by Finley, Acker & Co., of Philadelphia.

Michie's paper is good, particularly the style in which it is written. There is apparently no striving after effect in the wording and the news is given

plainly and simply, with every evidence of truth upon its face.

The first issue of the paper was accompanied by a circular containing the following matter:

ABOUT "MICHIE'S"

INTRODUCTION.

We take pleasure in inclosing you a copy of *Michie's*, a weekly publication issued in the interests of our branch store on Spadina avenue, which is favorably situated to meet the requirements of your locality.

ITS MISSION.

Every copy of *Michie's* will contain some special reductions for that week only. As a rule, these reductions will be upon new and seasonable goods for the purpose of introducing particular lines which commend themselves, from their quality or low prices, to special notice. Beyond this, we shall leave *Michie's* to explain each week its own mission.

IMPROVEMENTS.

Even before issuing the first number we are confident of the success of *Michie's*, and are planning for improvements which shall make future numbers more interesting and valuable.

ITS CONTINUITY.

Michie's should be received by you every Monday, and we hope that within a short time it will so interest you as to cause you to look for it and report any irregularity in the delivery. Respectfully,

MICHIE & CO.,
466 and 468 Spadina Avenue.

As examples of all of the paragraphs in the various issues of the paper which have been sent to me I submit the following:

Michie's now enters upon its fifth number and second month. We appreciate the many pleasant things that have been said of it, and of our business and methods; and we shall accord a hearty welcome to every criticism or suggestion by means of which the business may be still further perfected and developed, and our weekly become more interesting and useful to our customers.

We wish to thank some whose kindly interest has prompted them to report irregularities in the delivery, and would extend the request to every recipient to kindly report to us if it is not delivered regularly every Monday.

STOWER'S PURE LIME JUICE.

45c. BOTTLE. THIS WEEK, 34c.

Having already offered two brands of Lime Juice, we now offer a third, without any other excuse than that Lime Juice is a most seasonable article, and Stower's is a brand many people know and prefer; it is a standard article, and as good as any made.

NEW YORK BISCUIT CO.'S CHEESE BISCUITS.

20c. PACKAGE. THIS WEEK, 15c.

Not a biscuit intended to be eaten with cheese, but one, that has the full, rich flavor of good cheese right through it—a biscuit that is biscuit and cheese combined. They are made in wafer form in the style generally known as fingers.

The cost means what it costs to produce an article and deliver it to a dealer in wholesale quantities.

The cost varies according to the experience and ability of a dealer to buy, and to pay promptly for what he buys. In this, our facilities are well known to be the best.

The object of *Michie's* is to advertise our store and bring business. We believe the best way to do this is to devote part of our advertising expenses to our customers; hence our special prices each week are almost always below cost.

THE VULCAN SWEDISH SAFETY MATCH.

20C. PACKET. THIS WEEK, 12½C.

These excellent safety matches are made at Tidaholm, Sweden, where, perhaps, are the finest match makers of the world. One of the points of excellence claimed for this match is that there is no glowing end to fall off as the match burns away, something which is generally to blame for the burnt holes in carpets, etc.

WHISKYS.

10C. SINGLE STRING WHISKY. THIS WEEK, 7C.
15C. DOUBLE " " " 12C.
20C. TRIPLE " " " 15C.

We wish to keep our household and kitchen utensil department to the front—brushes, brooms, feather dusters, pails, ammonia, clothes pegs and matches are wanted all the year round, and we have them all at the right prices.

FRESH IMPORTATION MICHIE'S OLIVE OIL.

HALF PINT BOTTLES, 20C. THIS WEEK, 24C.
PINT " 55C. " 45C.

The difficulty in getting absolutely pure Olive Oil is known to every buyer. There is probably more deception in this one article than in any other. We can, however, give an absolute guarantee of the purity and genuineness of *Michie's* Olive Oil; we import it direct from Bordeaux, clarified and bottled expressly for us.

MICHIE'S ENGLISH BREAKFAST TEA.

60C. LB. THIS WEEK, 45C. LB.

Probably no teas are subject to such differences of opinion as the English Breakfasts. Considered exquisite by those who enjoy the full, rich flavor, but, as a rule, not liked until one is somewhat familiar with their character.

The blend we offer here is perhaps the most popular in our wide range of high-grade teas.

ABOUT OUR BUSINESS.

The success of the past stimulates us to still greater efforts in the future, greater effort to constantly perfect all the details of our business, so that every single transaction will mean satisfaction to the purchaser and to ourselves, and we ask the cordial co-operation of our patrons to accomplish this result.

If at any time goods are not delivered when promised, if they are not delivered in first-class condition, if any of the articles are not entirely satisfactory, if the drivers or messengers are ever rude or unaccommodating, if the salesmen or clerks are not prompt and courteous; if, in fact, anything is done for which we, as a firm, are directly or indirectly responsible, we respectfully solicit a prompt and explicit notification, in order that the matter may be adjusted and our

business system raised to the highest possible standard.

We aim to conduct our business so that cause for complaint shall not arise, and if sometimes it does, we ask no greater privilege than an opportunity to rectify it.

* *

GRAND RAPIDS, Mich., July 21, 1896.

Editor of PRINTERS' INK:

DEAR SIR—For some time past we have been taking PRINTERS' INK, and a large portion of what we know about advertising, which is yet very limited, has been gleaned from pointers in this journal. We this day inclose you, under separate cover, a small supplementary catalogue, which we have just issued which we would like to have Mr. Bates, through your Department of Criticism, criticize; and we hope by the same to be shown wherein in the future we may be enabled to profit and secure better results for what advertising we do.

Thanking you in advance for the favor, we remain, yours respectfully,

NEW ENGLAND FURNITURE CO.,
H. R. Peebles, Secretary.

I reproduce the foregoing letter for two reasons. One is that it offers evidence of the fact that PRINTERS' INK is of practical benefit to business men; and the other is to point the moral that it is exceedingly unwise to send matter "under separate cover."

If matter is worth sending to this department, it is worth two-cent postage and it had better be inclosed in the letter which mentions it. The U. S. post office is a great and glorious institution but its employees are just like other people and they occasionally make mistakes. About two times in five when matter is sent under separate cover, it fails to reach me. Better make one bunch of it and send it under letter postage.

* *

CLEVELAND, O., July 24, 1896.

Mr. Chas. Austin Bates:

DEAR SIR—I received copy of PRINTERS' INK with your criticism on a booklet we issued in March last. We wish to state that we believe your criticism is correct, for we got very little returns from it. We received a number of compliments upon its beauty, but it did not sell goods. Inclosed you will find pamphlet which we distributed later and it brought trade, a great deal more than booklet; cost \$3 per thousand, booklet \$18. We of course distributed 2,500 pamphlets against 1,000 booklets. I hardly think the difference in number would account for difference in results.

Perhaps you can tell at a glance which is the best, but to our inexperienced eye in the art we are not able to do it. Yours respectfully,

C. E. RENNECKAR.

Mr. Rennecker has in this instance issued a very attractive little folder printed in three columns like a newspaper, each page of which is about six inches square. It mentions a large number of articles and gives prices. I

should think that there was every reason to believe that it would bring profitable returns. The following matter precedes the price list, and is certainly first rate:

The Success or Failure

of a mercantile business is in the question of profit. If goods are constantly sold below cost, failure is bound to come.

If prices are marked way up, the people will not come and trade more than once, and trade is light. Too high or too low prices means failure.

Just where the turning point is, between too high and too low prices, is hard to determine. In marking our goods we have gone low instead of high, when we were in doubt where the turning point was.

We give the public the benefit of the doubt, and sell the stock cheaper. You can prove this by trading with us.

Other portions of the same circular ought to be useful to other druggists for use as ready-made advertisements and I therefore reprint several of them.

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

For Stationery.

Don't think

because we have been advertising high priced Stationery that we have no other kind. If you want a good medium priced note paper, our Werner note, 20c. for quarter ream, can't be beat. Envelopes to match, 5 cents per package. Werner Legal Cap, 40 cents for quarter ream, is just as good quality.

If you want a Tablet, we have them in all styles and in prices from 1 cent up.

For Dry Goods.

Great Ingenuity

is displayed these days in the manufacture of ladies' hosiery—is giving variety of pattern color and texture. So we can show you an almost endless variety of pretty things in that line at prices varying from 10 cents to \$1.50. A stocking specially good, warranted fast color.

For a Druggist—(By Rennecker).

Can't Trust a Tooth Powder

unless you know who made it. Grit or acid injures the enamel and lays the foundation for decay.

Thyol Dentifrice is soft and delicate as velvet, and quite as harmless to the Teeth. No unpleasant taste in the mouth after using. It whitens the teeth by simply cleansing them. We prepare it; that means a good deal to most people. 25c. per bottle.

For a Druggist—(By Rennecker).

Don't Use Drugs

unless you need them, and then only pure drugs, such as are sold by responsible druggists. We keep only the best. That is the great distinction to be looked for when the time comes that you need them. Nowhere else will you find so complete a stock. A good time now to begin that spring medicine. Read what we say about Sarsaparilla and Blood Purifiers.

Smokers as Fighters.

It would be unjust, considering the abuse leveled at tobacco smokers, and how often they are told tobacco destroys all their energies, not to admit that the success of the Germans in the late Franco-Prussian war was at least one feather in the smoker's cap. The Uhlans invariably carried pipes in their mouths. The Mayor of each town was ordered to find cigars for everybody before anything else was done. The German troops thought but little of scarcity of provisions. They fought as well without dinner as with it, but tobacco was indispensable to them. On the whole, we fear a smoking army is capable of greater endurance and of making greater efforts than a non-smoking army. We sell only high-grade cigars. Domestic and Key West. Try us for your favorite. We have a special bargain in cigars at present.

Toilet Soaps.

There is nothing in a name if you do not know the quality it conveys. We handle a large assortment of soaps. Finely perfumed. Finely milled. We sell Palmer's, 3 cakes for \$1.00. Palmer's Premium Bouquet Soap, 3 cakes 25c. Every-day soap 40c. per dozen.

The Eternal Fitness of Things

takes its place even in the selection of a Hair Brush. A scalp filled with dandruff should not have a very stiff brush applied to it. Nor should thick hair be brushed with short bristles. Examine our line. Any number of widths, weights, degrees of harshness and prices from 25 to 75c., 75c. to \$1.75.

Doctor Sponge.

Nature's remedies are pure air and water. The latter is best applied with a sponge. There is health and energy in a sponge bath. It gives that tired feeling a chance to get through the pores. Nothing can take the place of a sponge for a quick bath. The right kind is a positive luxury. We have a full line of Bath Sponges, 5c. to 25c., 25c. to \$1.75.

Sarsaparilla and Blood Purifiers.

We have a full line of them, and make one of our own, which we can afford to sell a little cheaper than some who use so much printer's ink in extolling their virtues. We will cheerfully refund you your money if it does not do good. 65c. per bottle, regular price 75c.

IN THE... "FIRST CLASS"

[From Printers' Ink.]

The only Sunday papers in what is termed the "first class," composed of those only which furnished a statement for a full year showing over 75,000 copies each issue, are the following :

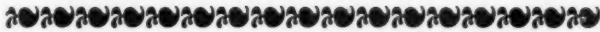
San Francisco Examiner,	75,930
Boston Globe,	219,386
St. Louis Post-Dispatch,	80,355
Elmira (N. Y.) Telegram,	102,242
Philadelphia Item,	221,019
Philadelphia Record,	122,972

STANDS THE Sunday Post-Dispatch

If the Sunday Post-Dispatch were published in either Philadelphia or Boston, its circulation would be over 300,000 per day, due to the denser population in the 200 mile radius.



51,800 Copies



The Average Daily Circulation of the
CLEVELAND PLAIN DEALER
and.....
EVENING POST

for the year ending June 30, 1896,
 was **51,800** copies.

THE SUNDAY PLAIN DEALER

Averaged for the same period
35,600 copies.



THE PLAIN DEALER, in its new home and
 with its great plant (the finest in the State of
 Ohio), expects to add materially to the above
 figures the present year.

PLAIN DEALER PUB. CO.,
 C. E. KENNEDY, General Manager.

FOREIGN ADV. DEPARTMENT:

Tribune Building, New York.
523 Chamber of Commerce, Chicago.

C. J. BILLSON, Manager.

No Trouble

To furnish information about the
leading newspapers in Southwestern Ohio (out-
side Cincinnati), the : : : : : :

MORNING**TIMES** **DAYTON** **EVENING****NEWS**

14,000 Daily



We will take pleasure in providing complete information as to circulation, influence and general standing of these papers to any advertiser intending to cover this territory.

They are issued every day excepting Sunday, and have been continuously published for many years.

An announcement in their columns is a profitable investment.

Rates for advertising are moderate.

We invite correspondence on any point relative to these papers.

38 Park Row,
NEW YORK. **H. D. LA COSTE,** Eastern
Manager.



**DAILY &
SUNDAY
WEEKLY**

VINDICATOR

YOUNGSTOWN, OHIO.

We invite especial attention to the Sunday Edition, metropolitan in all its features. It has complete telegraphic service, and is delivered to all the outlying cities and villages of Northeastern Ohio and Western Pennsylvania. There are scores of busy, populous towns where the Sunday Edition is circulated hours earlier than Pittsburg and Cleveland papers.

Youngstown	has	40,000	Population
Warren (Ohio)	"	7,000	"
Niles (Ohio)	"	6,000	"
Sharon (Pa.)	"	9,000	"
Newcastle (Pa.)	"	15,000	"

The Sunday VINDICATOR is in full possession of a field representing a population of over **100,000**.

As a medium for advertising it is profitable in results.

Information as to advertising of

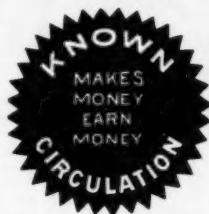
38 Park Row,
NEW YORK.

H. D. La Coste,

Eastern
Manager.

It Pays

to be honest and truthful
about your circulation.
This is why



Business Men

have so much confidence and continue

To Advertise in

that stanch, progressive,
up-to-date newspaper of
KNOWN CIRCULATION

THE KANSAS CITY WORLD

OF KANSAS CITY, MO.

DAILY exceeding 25,000

SUNDAY " 30,000

L. V. ASHBAUGH, Business Manager.



A. Frank Richardson

Tribune Building, . . New York
Chamber of Commerce, Chicago
Red Lion Ct., Fleet St., London

Working a Revolution!

Office of

GRANT COUNTY WITNESS.

PLATTEVILLE, Wis., July 16, 1896.

Printers Ink Jonson, 8 Spruce St., New York, N. Y.:

DEAR Sir—Inclosed find 10 samples of different-colored inks that you may match. You may send us a $\frac{1}{4}$ -pound can of each. If the ink is as good as the other that you sent, and we have no fears in the matter, you certainly are working a revolution in the ink trade. The 500-pound barrel is really the best news ink we have ever used, and we formerly paid from 10 to 18 cents per pound for ink not so good as yours. Last month we turned out 2,500 112-page pamphlets on super-calendered book paper, using your **4-cent news ink**, and, without egotism, we can truthfully say the work was highly complimented and showed up as well as any of the book inks we have paid \$1.50 for.

Inclosed find check to pay for above. Yours truly,

M. P. RINDLAUB.

When I gain the confidence of papers like that of the *Grant County Witness* I feel that I am making progress. Any one who takes a look at the *Grant County Witness* will find it one of the liveliest local papers he ever saw. The *Grant County Witness* was established at Platteville, Wis., in the year 1856—forty years ago. When the first issue of the American Newspaper Directory appeared in the year 1869 Mr. Martin P. Rindlaub was editor and proprietor of the *Grant County Witness*, and he is editor and proprietor today. His son, Will M. Rindlaub, is assistant editor. When the publisher of a local weekly is able to say that his smallest issue within a year has exceeded 1,700 copies it means that he has a mighty good paper. The *Grant County Witness* is able to truthfully claim as much as this.

It will be observed that Mr. Rindlaub's letter sets forth that my 4-cent news ink worked as well on a super-calendered paper as a fine book ink for which \$1.50 a pound had been paid. I don't claim so much for my news ink, but it is a fact that my 4-cent news ink has been used time and time again in place of the cheap book inks sold by other manufacturers, and has pretty uniformly been proved their superior.

A recent issue of PRINTERS' INK was printed with my 4-cent news ink and no one observed but that it was as well printed as usual.

Last week I had a case in New York City where my 4-cent news ink (the poorest ink I make) was running alongside of an 8-cent book ink sold by one of my competitors and the owner of that press-room informs me that the results were "far beyond his expectations."

My news ink is guaranteed to be the best news ink manufactured in all the world, and if not found as represented I always buy it back and pay all freight charges both ways. I sell it in 500-pound barrels at 4 cents a pound and in 25-pound kegs at 6 cents a pound, but the cash must always accompany the order.

I match any job ink under the sun for 25 cents a $\frac{1}{4}$ -pound can, with the exception of carmines, bronze reds and fine purples, for which I charge 50 cents for a $\frac{1}{4}$ -pound can. Send for my complete price list. Address

Printers Ink Jonson,**8 Spruce St., New York.**



The one-leggers have no show

in this world with those that are whole.
A merchant who does not advertise is
..... STANDING ON ONE LEG
He may some day lose his support. ::::



**TO ADVERTISE RIGHT IN
ST. LOUIS AND VICINITY**



USE THE ST. LOUIS STAR

Daily, 50,000 :: Sunday, 60,000

The biggest advertisers are our best friends.



FOR RATES



Interview EIKER, You Know Him

11 TRIBUNE BUILDING, NEW YORK.

The National Tribune

Library.

A Weekly Series of Historical Text-Books.

No. 1. Statistics of the War.—Containing the number of troops furnished by each State, losses on both sides and complete statistical data relating to the Rebellion.

No. 2. Lincoln's Words.—The Gettysburg Address, Second Inaugural, and copious extracts from speeches and letters.

No. 3. Miscellaneous Memoranda.—Dates of the great events relating to the opening and close of the War of the Rebellion; Physiological Statistics of the Army; List of General Officers killed on both sides.

No. 4. Pension Statistics.—Number on roll of each class; expenditures, etc.

No. 5. History of Slavery in the United States.—By John McElroy. Its introduction; Early Efforts at Emancipation; its stimulus the Cotton Gin; Struggle in Congress about extension into the Territories; Emancipation. Illustrated by Portraits.

No. 6. President Monroe and His Doctrine.—By Byron Andrews. Biography of Monroe, History and Text of Doctrine, Olney's Letter and Cleveland's Message, Portrait, Map, etc.

No. 7-8 (Double Number). Commanders of the United States Army.—By John McElroy. Contains splendid full page half-tone etchings of the best-known portraits of the 17 Commanders from the adoption of the Constitution to the present time; a sketch of each; strength of the Army at various dates.

No. 9. The Story of Cuba.—By Byron Andrews. History of the Island from the Discovery by Columbus to the Administration of Weyler. Map and 16 illustrations, including portraits of Gomez, Maceo, Campos, Weyler and other leaders on both sides.

No. 10. The Life of Maj.-Gen. George H. Thomas.—By John McElroy. A sketch of the life of the distinguished Commander of the Army of the Cumberland, with half-tone portrait.

No. 11. Life of Maj. Wm. McKinley.—By John McElroy.

No. 12. Life of Gen. P. H. Sheridan.—By John McElroy. Illustrated.

OTHER NUMBERS OF GREAT INTEREST WILL FOLLOW.

Terms \$2 a year. Five cents a copy, except double numbers 7-8, 10 cents. Any six numbers for 25 cents, counting 7-8 as two numbers. Sent postpaid.

THE WHOLE DOZEN, 30 CENTS.

Address,

THE NATIONAL TRIBUNE,

1729 New York Avenue,

WASHINGTON, D. C.

The most distressing itch
quickly succumbs to . . .

CUTELIX

the universal skin curer.
Burns and bruises, cuts
and sores, rash and pim-
ples—all are wafted into
“innocuous desuetude” by
CUTELIX.



PRICE 25 CENTS



Try your druggist; if he
doesn't have it, ask him to
order it from his wholesale
dealer.



CUTELIX CO.

253 Broadway, New York



ENLARGED PORES

are unsightly and
form the basis for
blackheads.
Soap doesn't clean
the pores —

CUTELIX

does.

That's reason
enough for an in-
telligent person.

CUTELIX CO.
253 Broadway, New York.



ANY GOOD PHYSICIAN WILL WARN YOU

against the use of highly scented and colored toilet soaps, and tell you why they are dangerous. He will also explain that no soap can thoroughly clean the pores, but will rather have a tendency to clog them. And if he knows anything about



he will recommend its use to the entire exclusion of any and every kind of soap.

CUTELIX CO. 253 Broadway, New York.

For Summer
Advertising,
The

BROOKLYN

"L"

Beats 'em All.



It is the only L road that runs through cars with advertising in them to Coney Island. It also covers over three-quarters of Brooklyn, and has the best appearing advertising on any L road anywhere. Send for folder.



GEO. KISSAM & CO.
253 Broadway, New York.
35 Sands St., Brooklyn.



Dollars in Heaps

Will be yours if you advertise intelligently and continuously. Use mediums of tried worth and you'll get there!

STREET CAR ADVERTISING

"Speaks for itself"—is known, tried and in the front rank. Consult us and place it properly and reasonably.

GEO. KISSAM & CO.

253 Broadway,

New York.

Getting Ready for the Fall



Is absolutely necessary, and bright, long-headed people never wait until 'tis too late. They prepare in time and now *is* the time to make your fall contracts for . . .

Street Car Advertising

We can place your appropriation reliably, intelligently and reasonably—'nuf ced!

GEO. KISSAM & CO.
253 Broadway, New York.

For a Check for \$20

No. 751	NEW YORK, <i>July 22^d</i> 189 <i>6</i>
THE SEABOARD NATIONAL BANK <small>OFFICE CORNER NEW YORK</small>	
PAY TO THE ORDER OF <i>The Geo. P. Rowell Advertising Co</i>	
<i>Twenty</i> *	DOLLARS
<i>\$20</i> *	<i>Good Advertising Co</i>

WE WILL PRINT
TEN AGATE LINES IN

ONE MILLION ISSUES

OF LEADING AMERICAN NEWSPAPERS
(OUR OWN SELECTION),

and complete the work within ten days. This is at the rate of only one-fifth of a cent a line for 1,000 Circulation! The advertisement will appear in but a single issue of any paper, and consequently will be placed before One Million different Newspaper purchasers—or FIVE MILLION READERS, if it is true, as is sometimes stated, that every newspaper is looked at by five persons on an average. Ten lines will accommodate about 75 words. One million issues for \$20.

The Geo. P. Rowell Advertising Co.

Established 1865.

10 SPRUCE STREET, NEW YORK.